ANNUAL REPORT

2018
To Our Friends & Supporters

Once again, it has been a fantastic year for the National Forest Foundation. And once again, we thank each of you for helping us achieve so much. You have doubtless heard organizations say “Our work would not be possible without your generous support.” It is a truism we can’t ignore, so please accept the grateful thanks from each NFF staff and Board member.

We take immense pride in doing the work that we do: improving an incredible public lands estate that provides so much for so many. Our work restoring these lands and connecting more Americans to their outsized value is a privilege we take seriously.

This Annual Report highlights this work and provides us the chance to recognize all of you who make it possible. One activity we’ll highlight here is the launch of our most ambitious campaign ever. We will plant 50 million trees in the next five years to restore thousands of acres of wildlife habitat, protect critical watersheds, and provide generations of Americans with healthy, resilient forests. We’re proud to report that the campaign is off to a great start and that businesses and individuals are finding this effort resonates.

This is but one of the ways we improve our forests. Across the country, our staff work to improve recreational opportunities, restore forest health and prevent the next mega wildfire, and improve wildlife habitat for aquatic and terrestrial species. We accomplish our work through partnerships, innovative thinking and by promoting collaborative conservation that results in real on-the-ground improvements.

Our forests face constant challenges—everything from hurricanes to mega fires and from over-use to neglect. The NFF tackles these challenges in big and small ways. Whether we’re working in Los Angeles to empower the next generation of conservation professionals or investing millions of dollars in our Treasured Landscapes sites, our focus never wavers. We are committed to these 193 million acres and we are grateful that you have joined us.

Sincerely,

Mary Mitsos
NFF President
Craig R. Barrett
NFF Board Chair

“"We accomplish our work through partnerships, innovative thinking and by promoting collaborative conservation that results in real on-the-ground improvements.""
Trees. Grasslands. Rivers. Wildlife. Shorelines. Mountains. Our National Forests have all of these. But forests are more than these individual aspects. They are complex ecosystems where each piece plays a critical role, making the forest more than the sum of its parts. The National Forest Foundation is the same.

Our field directors work regionally to benefit local forests. Our development team works across the country to raise the funds we need to improve these places. Our Missoula office helps with communications, administration, granting and more, ensuring all of the pieces work well and efficiently. Our supporters, you, are a key part of the NFF as well. Individually, we are all just people with a passion for America’s public lands. Together we are a movement.

**Tree Planting**

This effort represents the most ambitious campaign the NFF has ever attempted. But it also represents one of our best opportunities to reach Americans with an inspiring message and an opportunity for immediate action. In 2018, we made good progress, planting a record 2.6 million trees. We also invested in new products and outreach strategies to engage more Americans in this critically important effort.

**Communications**

As the challenges facing our National Forests grow, so does our need to communicate effectively and creatively about these landscapes. We’re proud of our growing communications program and how we collaborate with you, our partners, to share the stories of the work we do together. In 2018, we set a goal to reach 10 million Americans and exceeded that goal many times over, in large part due to our incredible partnerships. But too many Americans still don’t know about these landscapes. That’s why we added new communications staff in 2018 and are redoubling our communications efforts moving forward. We invite you to connect with us through social media and other ways to stay abreast of forest issues and to become engaged in the NFF’s work.

“"As the challenges facing our National Forests grow, so does our need to communicate effectively and creatively about these landscapes.""
Treasured Landscapes, Unforgettable Experiences

Our National Forests are diverse: ecologically, geographically and even culturally. Our Treasured Landscapes, Unforgettable Experiences conservation program is a direct reflection of this diversity. At each of our sites, we convene a local group of stakeholders and work to address the restoration needs most important to that forest. Forest needs in Florida are vastly different from forest needs in Alaska, and our collaborative, local approach ensures we craft solutions that work for each. In 2018, we completed our work at our Okanogan-Wenatchee and Idaho Panhandle National Forest sites. We are excited to be adding new sites to this program in 2019. Central to our Treasured Landscapes strategy is our multi-year commitment to partners in each location.
NFF PROGRAMS

Strategic Projects
The NFF’s mission is to restore America’s National Forests. Our strategic investments allow us to fulfill our mission when opportunities arise that don’t fit within our traditional granting programs. Each of these projects expands our impact and provides opportunities for our supporters to restore their backyard forests.

In FY 2018, the NFF invested in 36 strategic projects that restored areas on 21 units of 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 select regions of the National Forest System.

In FY 2018, the NFF worked with Regions 6 and 10 of the U.S. Forest Service to distribute 18 grants through the CCLS program. This funding improved the capacity of local organizations to work with the agency and each other on collaborative restoration projects on nine National Forest units.

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 2018, we wrapped up our work at two sites, the Okanogan-Wenatchee and Idaho Panhandle National Forests.

Through the Treasured Landscapes program, the NFF distributed 59 subawards to 57 nonprofit organizations or contractors in FY 2018. These projects resulted in high-quality restoration work on 17 National Forests, while supporting local economies and connecting local communities to their backyard forests.
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. These projects are highly leveraged with matching funds, in-kind services, and volunteer contributions.

In FY 2018, the NFF issued 47 MAP grants for work in 49 units within the National Forest System.

“Our forests face constant challenges—the NFF tackles these challenges in big and small ways.”
Ski Conservation and Forest Stewardship Fund Programs

Our innovative Ski Conservation and Forest Stewardship Funds give patrons of partner ski areas, lodges, hotels and outfitter and guiding 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 lodge is located.

In FY 2018, 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.

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 2018, the NFF held 16 peer-learning sessions with 1,690 total participants. The NFF also provided facilitation and technical assistance to 10 collaborative conservation initiatives.
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 2018, the NFF planted 3,759,000 trees on 22 different National Forests.*

“We will plant 50 million trees in the next five years to restore thousands of acres of wildlife habitat, protect critical watersheds, and provide generations of Americans with healthy, resilient forests.”
# Statement of Activities

**Year Ended September 30, 2018**

## Support and Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Foundations</td>
<td>$1,944,866</td>
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<tr>
<td>Corporations</td>
<td>$4,582,181</td>
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<tr>
<td>Individuals</td>
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<tr>
<td>In-Kind</td>
<td>$334,553</td>
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<td>US Government Grants</td>
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<td>State and Local Government</td>
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<td>Special Events</td>
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<tr>
<td>Contracts and Reimbursable Grants</td>
<td>$2,087,957</td>
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<td>Other Income</td>
<td>$34,772</td>
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<tr>
<td>Investment Gain (Loss)</td>
<td>$231,774</td>
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<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>$14,670,981</strong></td>
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## Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$10,741,696</td>
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<tr>
<td>Marketing, Development and</td>
<td>$1,737,277</td>
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<tr>
<td>Communications</td>
<td></td>
</tr>
<tr>
<td>General and Administrative</td>
<td>$752,325</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$13,231,298</strong></td>
</tr>
</tbody>
</table>

### Percentage Breakdown
- **Program Services**: 81.2% ($10,741,696)
- **Marketing, Development and Communications**: 13.1% ($1,737,277)
- **General Administrative**: 5.7% ($752,325)
CONSERVATION RESULTS SINCE 2001

186,860 volunteers
70,053 youth engaged or employed
2,406,968 volunteer hours
1,157 equivalent hours in full-time jobs
$58,097,690 estimated value of volunteer time

18,924 miles of trailwork

17,389 participants in peer-learning sessions
249 peer-learning sessions
13 capacity-building workshops
1,066 participants at capacity-building workshops

217,222 acres of wildlife habitat restored or maintained

13,778,502 trees and shrubs planted
1,598,677 acres of fuel reduction completed or planned
112,912 acres of noxious weeds treated
2,428 projects completed

7,446 miles of stream surveyed or restored

$212,192,955 total value of conservation investments*

Collectively, the NFF issued 186 grants or contracts in FY 2018. Not including tree planting, we invested $5,627,913 in federal and private funds, which were leveraged with $9,144,117 in partner-raised funds for a total conservation value of $14,772,031.

*for completed projects

2018 Program Work

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

NATIONAL FORESTS
NATIONAL GRASSLANDS
DONORS

Individuals and Organizations

$1,000,000+
California Wildlife Conservation Board
Gordon & Betty Moore

$100,000 - $499,999
Arizona Department of Environmental Quality
Colorado State Trails Program
Joan & Bob Feitler

$50,000 - $99,999
City of Scottsdale

$25,000 - $49,999
Arizona Game & Fish Department
Belwether Advisors LLC – David Bell
City of Mesa
City of Glendale
City of Peoria
Craig R. & Barbara M. Barrett
Estate of Kathryn Louise Sovonick
Mark & Susan Stutzman
Paul & Sonia Jones
Rivers & Mountains Conservancy

$10,000 - $24,999
Anonymous
Discover Your Northwest
James & Maggie Hunt
Laura C. Yip
Martha Semmens
Peter Mensch
Sirius Fund
W. Grant & Karen Gregory
Wood River Bicycle Coalition

$5,000 - $9,999
Anisia Dugala
Athey Creek Middle School
Caroline Choi
Chad Weiss
Christina Hoyt Vanderlip
David Beznanson
Fredric & Beverly Reichel
Lee Fromson
Madhurasaitha Chakravarthy
Mark & Laura Miles
Mark Rey
Pima Youth Career Connect Project
Randall & Catherine Weisenburger
Robert Cole
The Allyn Foundation, Inc.
Timothy P. & Susan Schieffelin

Town of Crested Butte

$2,500 - $4,999
David Sebastian
Forest Caswell
Janice E. Thompson
Jeff Paro
Jennifer & John Spaith
Jennifer Galbally
Justus O’Brien
Kip Allard
Mark & Marti Marache
Mark F. Rockefeller
Mary Mitsos
Mary R. Morgan
Michael C. Brown, Jr
Michael DeNapoli
Nelson A. Rockefeller, Jr.
Patricia Hayling Price
Roose Family Foundation
Ruth Ann Hyson Clat
Sabine Moeller & Peter Lusk
Sandler O’Neill + Partners
Sascha M. Rockefeller
Steven & Barbara Rockefeller
Trout Unlimited – Stony Society

$1,000 - $2,499
Aimée Christensen
Al Webber
Alexander Brash
Alice Godfrey
Allison Kimball
Ann Roberts
Arthur Vale
Austin Dickson
Barry Fingerhut
Bernice Virginia Comella
Betsy & Michael Vittone
Brad Windecker
Brett Alston
Brian & Laura Doehle
Brian Gleeson
Brooks Gilley
Caroline Michiko Kunitake
Catherine Chen
Chris Davis
Chris Feustel
Crystie Price
Claire & Jeremy Clark
Cole Barash
Daniel Strickler, Jr.
David & Jennifer Evans
Diana Hoff
Elizabeth Anderson
Emily Minnich
Estate of Antonia V. Foote
Evan Martin
Frank Sokola
Girl Scouts of Wisconsin – Badgerland Council, Inc.
Greg Vital
Heidi Allen
Hugh Switzer
Independent Order of Odd Fellows Oregon Lodge #3
James Costabile
Jason Talbot
John & Eleanor Sullivan
John Cushman
John Henry Moulton
John P. & Patricia Case
John Raben
John T. Riecker
Jon Owens
June Davidson
Keith Nash
Lawrence DeVan
Mae Davies
Mark Adrian Garcia
Mary Bessesen
Maura Leo
Michael Brown
Michael Zimmerman
Mike & Darlinda Feitz
Murray & Jeanie Kligour
Nimesh Bhupendra Shah
Nina Rumbough
Noah Price
Paul & Leslie Chinelli
Paul Hansen
Phil Conte
Ray & Diana Foote
Richard Ahearn
Richard Alper & Kate Herrod
Robert Leary
Rotary District 6990
Ryan Hassick
Sally Myall
Sandra F. Miller
Scott Myers
Sean & Mary Hallissey
Shane Hunter
Stephen Knutson
Steven Sharesheian
Susan Fraker
Susan Hairson
The Gardener School
Theodore Ford
Thomas McHenry
Tim Carpenter
Tom Brokaw

$500 - $999
Adelman Travel – Employees
Airtac
Alex Neil
Amy Klotz
Andrew Tsao
Anna Higgins
Anne & Joseph Pierson
Barbara & Jim Gunesch
Barbara Young
Betsy Thrulow
Bobbitt Noel
Brent Oberlink
Chris & Tina Norton
Coalition for the Upper South
Platte
Columbian Garden Club
Dan & Petersburg
Dan Wilson
Daniel Steinberg
David & Jill Hodges
David Rochette
Debra L. Cagan
Desmond Johnston
Devin A. Braun
Dhimiter Marka
Douglas & Susan Brengle
Dustin Mondell
Ellen Kick
Emily Miller
Erika & Charles Channon
Evan & Laura Zasoski
Gavin Harvey
George Hopley
Gregory Kokoskie
Helen Vietor
J.J. McDonald
James Morris
Jason Weisser
Jean Rhee
Jeanne Seidler
Jeoff Graun
Jeff Fulmer
Jeffrey Lipper
Jennifer Nolan
Jim Adams
John Gill
Jorge Paris
Joseph Thorstenson
Joshua A Morgan
Joshua Park
Joti & Perdeep Thind
Jourdan Brandt Urbach
Judith A. Greene
Justin Haug
Katherine Bartlett
Katherine Clinic
Kathy Browne
Katie & Jonathan Simon
Kent Lulich
Kim Alan Lorz
Kristen Bernhard
Larami MacKenzie
Linda & Ray Alberts
Lisa Capps
Liv Kelligren
Marilyn S. Lowe
Mark & Joanne Preston
Mark Andrew Begina
Marta LaRock
Martha Heinze
Matthew Charles Barnett
Megan Bowles
Michael E. Davis
Michael Haverkamp
Michael Steinberg
Miriam Deysi Satterfield
Mr. & Mrs. Hal Sider
Neil Malani
Nick Bindert
Nischal Nagpal
Patrick Husson
Rachel Reo
Richard Goward
Richard James Teehan
Robert Gootee
Ronald Kuker
Ronald Lloyd
Rosemead High School
Ross Wittenberg
Rotary Foundation – Bellevue OH
Ruth Luko
Ryan Gillespie
Sal Cernetta
Sam Hayman
Scott & Petra Fossel
Shirley Kuebrich Revocable Trust
St. Matthew’s Ev. Lutheran Church
Steven & Rebeccaretty
Steven Bragg
Susanna Bauder
Tanya Jovovic
The Dalles Middle School
Travis & Veronica Lutz
Uli Blike
Wendy & Carter Wray
William F. Mullen
### Corporations and Foundations

<table>
<thead>
<tr>
<th>Amount</th>
<th>Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000,000+</td>
<td>REI Co-op, The Vail Corporation</td>
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<tr>
<td>$500,000 - $999,999</td>
<td>Anonymous, Busch Beer, Community Foundation of Western Nevada, Gaylord &amp; Dorothy Donnelley Foundation, Grand Victoria Foundation, Intel Corporation, M1 Mueck Charitable Trust, Meyer Memorial Trust, MinuteKey, Salt River Project, Southern California Edison, Spin Creative Studio, The Coca-Cola Company, The Conservation Fund</td>
</tr>
</tbody>
</table>

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Donors (continued)

Scout Books
Shade Metals
Simms Fishing Products
Sollars Home
SproutVideo
Studio Ma
Sugar Bowl
Sweet of Oregon – Nagoya, Japan
System76, Inc.
TARC Construction, Inc.
Techno Brain LLC
The Africa Center
The Bailey Foundation
The Greenbrier Companies
The Pepi Family’s Jonas Brothers Studios of New York
The Standard
Timberline Lodge
Treetop
VibesUP, Inc.
WATERAX
Wells Fargo
Weston Snowboards
Window Fix, Inc.
Wine By Joe, LLC
Woodwudy Wholesale Flooring
Yoga Pod
Zen Aerobics

$500 - $999

Arbor Creek Outfitters
Bargreen Ellingson
BBC Motorsports
Bluebird Apparel
Bluetree Network
Cascade Vacation Rentals
City Winery
Colovos Family Charitable Foundation
DLR Group
Durbin & Greenbrier Valley Railroad
Garden & Library
Gather Restaurant
Green Earth Goodies/Supplies
Lehn & Vogt Insurance Group
Mailchimp
Metro West Women’s Club
MGC Pure Chemicals America, Inc.
Michelle Dillon Photography
Movers Specialty Service (MSS)
Mozėu Socks
Ninkasi Brewing Company
Open Farm
Rocky Mountain Recreation
Skamania Lodge
SOLitude Lake Management
Spruce Salon LLC
The Study Fine Wine & Spirits
Twilight Productions
We Love Trees, LLC
Whole Body Apothecary
Yeti Coolers
ZEAL Optics

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Treasurer—Lee Fromson
Executive Vice President, Products & Operations, Simms Fishing Products (MT)

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Founding Partner, Leeuward Group (CT)

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Peter Foreman, Sirius LP (IL)
Robert Cole, Partner, Collins Cockrel & Cole, P.C. (CT)

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Coleman Burke, President, Waterfront Properties (NV)
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Barry Fingerhut, CEO/Owner, Certification Partners, LLC (AZ)
Roje S. Gootee, Co-Owner & Manager, Rush Creek Ranch, LLC (OR)
James K. Hunt (WY)
Andie MacDowell, Actress & Spokesperson (CA)
Thomas McHenry, President & Dean, Vermont Law School (VT)
Jeff Paro (NJ)
Patricia Hayling Price, President, LiveWorkStrategize, LLC (NY)
Chad Weiss, Managing Director, JOG Capital Inc. (NY)
Bob Wheeler, President and CEO, Airstream Inc. (OH)

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U.S. Forest Service, Retired (CO)

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Regional Forester, Eastern Region, U.S. Forest Service (WI)

Doug Crandall
Director of Legislative Affairs, U.S. Forest Service (DC)

Brian Ferebee
Regional Forester, Rocky Mountain Region U.S. Forest Service (CO)

Scott Fossel (WY)

Russell Fraker
Attorney, Beverage & Diamond P.C. (MD)

W. Grant Gregory, Sr.
Chairman, Gregory & Hoenemeyer, Inc. (CT)

Spencer Haber
Chairman & CEO, H/2 Capital Partners (CT)

David E. McIntyre
Vice President, Retired, Westvaco Corporation (SC)

Randy Moore
Regional Forester, Pacific Southwest Region, U.S. Forest Service (CA)

Beth Pendleton (AK)

Randy Peterson
Principal, LRP Consultants, LLC (WY)

Leslie Weldon
Senior Executive Work Environment, U.S. Forest Service (DC)

Staff, Board of Directors and National Forest Leadership Council lists current as of January, 2019.
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Executive Vice President—Ray A. Foote
Vice President, Field Programs—Marcus Selig
Sheree Bommarito
Director, Administration
Zoe Bommarito
Communications Associate
Rebecca Davidson
Director, Southern Rockies Region
Sarah Di Vittorio
California Program Manager
Karen DiBari
Director, Conservation Connect
Hannah Ettema
Communications Manager
Dania Gutierrez
Southern California Program Manager
Robin Hill
Controller
Ben Irey
Conservation Connect Program Manager
Beth Krueger
Grants and Contracts Coordinator
Adam Liljeblad
Director, Conservation Awards

NFF Offices

- Seattle, Washington
- Portland, Oregon
- South Lake Tahoe, California
- Los Angeles, California
- Phoenix, Arizona
- Flagstaff, Arizona
- Salida, Colorado
- Denver, Colorado
- Missoula, Montana
- Asheville, North Carolina
- Washington D.C.
- Hailey, Idaho

Kerry Morse
Conservations Programs Officer
Luba Mullen
Associate Director, Development
Emily Olsen
Colorado Program Manager
Marlee Ostheimer
Philanthropy & Partnerships Coordinator
Monica Perez-Watkins
Tree Planting Coordinator
Spencer Plumb
Arizona Program Manager
Evan Ritzinger
California Program Associate
Patrick Shannon
Director, Pacific Northwest Program
Dani Southard
Northern Rockies Program Manager
Emily Struss
Event Planner & Coordinator
Mark Shelley
Director, Eastern Region
Deborah Snyder
Development Services Manager
Wes Swaffar
Director, Reforestation & Partnerships
Dayle Wallien
Director, Conservation Partnerships