



AMERICAN FORESTS
2010 Annual Report



AMERICAN FORESTS

In 2010, American Forests passed many milestones — our 135th anniversary, the 115th year of *American Forests* magazine, the 70th birthday of the *National Register of Big Trees* and Global ReLeaf's 20th planting year — but as we celebrated our past successes, we also moved confidently toward a new future for the new decade.

One of the biggest global environmental stories in 2010 was climate change. The United Nations hosted a climate change conference in Copenhagen in fall 2009 and the National Academy of Sciences released three reports in May 2010 confirming climate change as a scientific fact, despite skepticism in some circles. American Forests has taken a leading role in advocating for and communicating the key role trees and forests can play in counteracting the effects of climate change.

Through a grant from the U.S. Forest Service, we issued a special report on the perils facing whitebark pine in spring 2010. This keystone species in America's Mountain West is being decimated by the disease, blister rust, and the infestation of mountain pine beetles, which is being exacerbated by climate change, among other things. American Forests has supported the protection and restoration of this species for more than a decade. Several 2010 Global ReLeaf projects focus on whitebark pine planting efforts, and we, along with a number of other groups, advocated in 2010 for the placement of whitebark pine on the federal endangered species list.

American Forests' longtime executive director, Deborah Gangloff, departed in early 2010, and our vice president of policy, Gerry Gray, stepped in as acting executive director while a search commenced for our next leader. In December 2010, American Forests officially welcomed its new CEO, Scott Steen, who brings a wealth of nonprofit leadership and management experience to our organization. During this same time, American Forests' board of directors underwent a series of transitions with Lynda Webster

succeeding Caroline Gabel as board chair and the introduction of seven new board members. One thing that remained consistent, though, was our commitment to protecting and restoring America's trees and forests.

Our Programs: Honoring and Supporting Trees and Forests

2010 was a big year for two of our marquee programs: the *National Register of Big Trees* and Global ReLeaf.

Our 2010 *Register* crowned 733 big tree champions and co-champions, representing 637 species. Florida regained its title for most big trees in a state, taking back the top spot from Arizona, and Delaware made its way back onto the list this year with a champion Virginia pine. Hawaii, North Dakota, Oklahoma, Rhode Island and Wyoming are still looking for champions. In 2010, the Davey Tree Expert Company, the premiere sponsor of the *National Register of Big Trees*, helped support American Forests' efforts to make the *National Register* available solely online for the first time.



A historic, favorite tree, the Seven Sisters Oak in Louisiana, regained its champion title in 2010, but the biggest big tree in the country remains General Sherman, a giant sequoia in California and a champ since 1940. General Sherman is a whopping 274.9 feet tall and its trunk weighs nearly 1,400 tons, roughly equivalent to 15 adult blue whales.

Global ReLeaf sponsored 45 projects (33 domestic and 12 international) in 2010, planting more than five million trees. Our work included reforesting areas destroyed by fire such as in Custer National Forest in Montana; wetland rehabilitation in places like Cypress Creek National Wildlife Refuge in Illinois; wildlife habitat restoration in states such as Michigan for Kirtland's warbler and in Texas for migratory birds, butterflies, ocelot and jaguaronidi; and international programs to aid communities in various countries, including Cameroon, China, Mexico and Peru.

Many long-running Global ReLeaf projects continued in 2010. For 14 years, we've been supporting efforts in Texas' Lower Rio Grande Valley to help protect and restore this region's habitat, which is one of the most biologically diverse areas in all of North America. In California, we remain committed to helping the communities in San Bernardino Mountains reforest after devastating wildfires in 2003 and 2007. Internationally, we completed a three-year project to restore important mangrove ecosystems in five different provinces of China, and for the fifth year, we worked with our partners to reforest two parts of Michoacán, Mexico, a Monarch butterfly biosphere reserve and highland lakes.



We supported a number of new projects in 2010. To improve watershed quality in New Mexico, a

reforestation project along the Santa Fe River, Bluewater Creek, La Jencia Creek and Rio Puerco was undertaken. Beyond reforestation, this project worked to remove non-native species and to stabilize the river banks. Our project in Peru helped reverse the ongoing battle against desertification in Ica, a city in Peru's southern coastal belt. This area is experiencing high rates of desertification due to soil erosion from trees being cut down for charcoal production.

In 2010, many of our Global ReLeaf programs also worked to educate local communities about the benefits of forests

to their communities and livelihoods through pamphlets, handouts, events and other activities.

Our Policy Work: Advocating for Greener Communities

2010 was a busy year for our policy team, as it worked with our partners and coalitions to support rural, urban and community forestry issues.

American Forests engaged in a number of national coalitions in 2010, including the Forests Climate Working Group and the Forests in the Farm Bill Coalition. We also helped establish a new coalition focused on advancing the Collaborative Forest Landscape Restoration Program (CFLRP). Through these efforts, American Forests has provided leadership in building support for innovative programs, such as CFLRP, that encourage collaborative efforts toward forest and watershed restoration on a landscape scale.

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We advocated for urban forests and green infrastructure issues through participation in the Sustainable Urban Forests Coalition and supported their D.C. advocacy days. In addition, we helped develop positions supporting strong funding for the Forest Service's Urban and Community Forestry Program, as well as several new pieces of legislation, including Energy Conservation Through Trees, Clean Water and Urban Parks.

In the spring, American Forests partnered with the Rural Voices for Conservation Coalition and the National Rural Assembly during "Western Week in Washington." With our combined outreach efforts, we coordinated meetings with policymakers and sponsored a reception for Congressional members and staff, administration officials and representatives from national NGOs. The reception attracted more than 100 people, including Robert Bonnie, science advisor to USDA Secretary Tom Vilsack, and Congressman Jeff Merkley from Oregon.

Later in the year, American Forests and the Communities Committee planned and convened the 2nd annual policy meeting of dozens of members of eastern community-based forestry policy partners in Washington, D.C. During the meeting, the group adopted the name "Coalition

for Eastern Forests and Communities" to enhance its identity for doing policy work together. The participants developed the beginnings of a policy platform for responding to and advocating for components of the 2012 Farm Bill.

Our Partnerships: Collaborating to Protect Our Forests

In 2010, American Forests embarked on a number of partnerships to support our work conserving, protecting and planting forests. Thanks to generous support from partners such as The Ceres Trust, Earthbound Farm, Eddie Bauer, Jack Daniels, Prudential and Verizon, we planted more than five million trees through Global ReLeaf.

Our long-term partnership with ConocoPhillips and California State Parks on the Cuyamaca Rancho Reforestation Project won two significant awards in 2010 from the California Department of Forestry and Fire Protection and Harvard's John F. Kennedy School of Government.

Continuing our successful partnership with Irving, makers of Scotties® tissues, through Scotties ReLeaf Urban Sustainability for America (USA), we planted urban trees and conducted environmental education, helping schools, teachers and students learn about the value of trees in their communities.

This year, we also celebrated our partner and textbook rental company Chegg's one millionth tree planted by hosting a tree planting day for their grand prize winner in South Lake Tahoe, California. Chegg also planted millions of additional trees in 2010. At our second annual Tree Hugger Day with partner IKEA, customers received a free tree seedling — 18,500 were distributed — at IKEA stores across America.



Origins launched their inaugural “Origins Rocks Earth Month Concert,” featuring performer Macy Gray, in New York. By recycling an empty makeup container at any of the participating stores, the general public received a free ticket to attend the concert and had a tree planted on their behalf with American Forests.

A Final Look Back

This year, American Forests maintained its charity accreditation from the Better Business Bureau and its four-star rating from Charity Navigator and increased its rating from the American Institute of Philanthropy to an A.

2010 bore witness to a number of remarkable moments: from millions of trees planted in reforestation efforts across the country and around the world to community tree planting events and seedling giveaways with our sponsors; from coalition work recognizing the importance of rural and urban communities in forestry issues to specific legislation, appropriations and advocacy work; from the heartfelt support of many individuals to the generosity of dozens of sponsors. We look forward to continuing this year’s success in 2011.



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National Cherry Blossom Festival
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Nickelodeon
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Rural Voices for Conservation Coalition
South Korea Green Protection Agency
Sustainable Urban Forests Coalition

The National Society of The Colonial Dames of America in the District of Columbia
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Bon Eau Foundation
California Community Foundation
Carole Shapiro Mem Foundation
The Ceres Trust
Edith B. Smith Trust
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Ford Foundation
Memton Fund
Murphy-Payne Charitable Trust No. 2
October Hill Foundation
Schwab Charitable Fund Trust
Vanguard Charitable Endowment Program (Biondo Family Fund)
Weck Charitable Trust
White Pine Foundation

Thanks to the support of our members, major donors, corporate sponsors, foundations and partners, five million trees were planted to clean our air and water, restore wildlife habitat and create a healthier planet.

American Forests
Statement of Financial Position

December 31, 2010

Assets

Cash and cash equivalents	\$ 3,767,436
Investments	4,433,414
Grants receivable	465,085
Contributions receivable, net	1,597,450
Prepaid expenses	31,750
Deposits	13,376
Property and equipment, net	102,909

Total Assets **\$ 10,411,420**

Liabilities and Net Assets

Liabilities

Accounts payable	\$ 53,624
Grants payable	1,323,355
Accrued expenses	126,701
Deferred revenue	43,312
Deferred rent	153,374

Total Liabilities **1,700,366**

Net Assets

Unrestricted	5,064,121
Temporarily restricted	3,616,933
Permanently restricted	30,000

Total Net Assets **8,711,054**

Total Liabilities and Net Assets **\$ 10,411,420**

Excerpted from 2010 audit report completed by BDO. The complete report is available through American Forests upon request.



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American Forests Statement of Activities

<i>Year Ended December 31, 2010</i>	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue				
Membership dues	\$ -	\$ 73,980	\$ -	\$ 73,980
Contributions	244,872	5,021,438	30,000	5,296,310
Grants and contracts	152,469	793,281	-	945,750
Net realized and unrealized gain on investments	90,146	-	-	90,146
Investment income	58,620	-	-	58,620
Sales	95,788	-	-	95,788
Miscellaneous income	130,826	-	-	130,826
Net assets released from restrictions	5,246,466	(5,246,466)	-	-
Total Revenue	6,019,187	642,233	30,000	6,691,420
Expenses				
Forest Policy Center	504,659	-	-	504,659
Urban Forest Center	514,036	-	-	514,036
Global ReLeaf	2,537,514	-	-	2,537,514
Communications	410,864	-	-	410,864
Membership	272,253	-	-	272,253
Fundraising	191,753	-	-	191,753
Finance and administration	943,179	-	-	943,179
Total Expenses	5,374,258	-	-	5,374,258
Change in Net Assets	644,929	642,233	30,000	1,317,162
Net Assets, beginning of year (as restated)	4,419,192	2,974,700	-	7,393,892
Net Assets, end of year	\$ 5,064,121	\$ 3,616,933	\$ 30,000	\$ 8,711,054

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