2011 was a year of transformational change at American Forests. Under the leadership of our new CEO, Scott Steen, the team came together to move the organization forward with a revitalized energy and renewed commitment. Our vision for the future is “a world in which forests are thriving and valued for their significant environmental, societal and economic benefits.

Signaling our renewed commitment to a strong science-based foundation, we established a new Science Advisory Board to advise on our conservation policies and programs. We invited 11 respected scientists to participate on the new board, with expertise across an array of disciplines, including forest ecology, silviculture, urban forestry, entymology, forest health, wildfire sciences, and social and community dimensions of forest protection and restoration. These board members will be advising us in the future on our various conservation programs, from our Endangered Western Forests initiative to our urban forest work. We will also be connecting these board members with our members and community by having features about them and by them in American Forests magazine.

And while much was new about 2011, American Forests continued to reinforce its strengths in the areas of conservation, restoration and policy leadership.
With major funding from new sponsor Subaru, we initiated “Forests for Fifty,” a campaign through which American Forests will complete reforestation and education projects in all 50 states in 2011 and 2012. In addition, in 2011, we approved grant agreements for 54 Global ReLeaf restoration projects that planted more than 4.7 million trees. Forty-two of these projects were in the U.S. and 12 were international.

Through American Forests’ partnership with the Alcoa Foundation, we selected an additional 22 projects, half domestic and half international, that planted an additional 227,000 trees, as well as provided educational activities in communities around the world.

We hired a new director for our forest restoration programs to help us pursue new strategies for gaining a better understanding of the long-term outcomes of our restoration tree-planting projects.

With the support of a matching grant from the U.S. Forest Service, we began to reinvigorate our urban forest program. Our new director in this area will focus on activities to advance science-based measures of urban forest projects and heighten public awareness of urban forest benefits.

In addition, we worked with national partners through the Sustainable Urban Forest Coalition (SUFC) in developing budget recommendations for the U.S. Forest Service’s Urban and Community Forestry Program, on implementing Advocacy Days in Washington, DC, for SUFC members and in developing an urban forests platform for the forthcoming Congressional debate on the 2012 Farm Bill.
Through our Public Policy program, we co-led a national coalition advocating for strong Congressional funding of the Collaborative Forest Landscape Restoration Program — a U.S. Forest Service program that we helped establish, which promotes collaborative efforts at the landscape or watershed scale to protect and restore forests. Due to this effort, the program received additional federal funding in the U.S. House and Senate at a time when most conservation programs were being cut. We also coordinated a set of national advocacy days that brought together 30 participants from our western and eastern networks of community-based partners for more than 80 meetings with national policymakers. During these advocacy days, we succeeded in getting an op-ed posted on The Hill’s Congress Blog on one of our major themes — capitalizing on nature’s benefits through new incentives for private forest landowners.

In 2011, we also began developing a new Endangered Western Forests initiative through which we will focus programs and resources across our organization on significant and high-profile forest ecosystems that are at risk. Our initial focus will be on endangered forests in the Mountain West, particularly whitebark pine ecosystems. We forged partnerships with the U.S. Forest Service, the Whitebark Pine Ecosystem Foundation and others to pursue this initiative.

Along with all the new additions, there necessarily came sacrifice. The long-running Historic Tree sales program was phased out. While it had long been popular, it was no longer profitable and required intensive staff time that was judged to be more beneficially used on other programs.

4.7 million-plus trees planted in 2011 to provide habitat for endangered species, protect watersheds and restore forest ecosystems.
We launched a dynamic new website at www.AmericanForests.org to provide more content and resources to our dedicated members and community. This new site features daily blog posts from staff members, a carbon calculator, the National Register of Big Trees, the online version of our magazine, information on our Global ReLeaf projects, policy updates and web-exclusive articles on important environmental issues. Beyond the content and visual appeal of the site, we implemented a number of changes behind the scenes to our web strategy to offer better, more timely content to our online community.

We built the website on a new content management system, enabling a increased number of staff to update aspects of the site, helping ensure the site is more timely. We expanded the functionality of the site to include video, photo galleries, social media integration, comments and search functions.
In 2011, we expanded our big tree community by launching the National Register of Big Trees in the summer with a major media push. Big trees were everywhere with coverage in USA Today, The New York Times Green Blog, NPR’s “Living on Earth,” KGO radio in San Francisco, South Florida Sun-Sentinel, Austin American-Statesman and the popular TreeHugger Blog. Big trees even made their way to South Korea, as filmmakers from Asia made a documentary about the program.

News was also generated from our conservation work, such as The Washington Post’s story on the monarch butterfly’s migration to its home forest, which American Forests has helped to restore; coverage of the appointment of American Forests Science Advisory Board; a feature on our Endangered Western Forest initiative in the Jackson Hole News & Guide; and a letter to the editor by CEO Scott Steen in The New York Times.

In 2011, Outside magazine also selected American Forests as one of 30 organizations making a difference and was a charity of the week in The Week.
In 2011, we secured continued support from the majority of our major corporate sponsors, including IKEA, Prudential, Eddie Bauer, Estee Lauder, Earthbound Farm and Alcoa. These, along with new relationships with large partners like Subaru and Lowe’s, enabled us to plant more than 4.7 million trees in more than 50 ecosystem restoration projects.

We coordinated national seedling giveaways on behalf of two of our largest sponsors, Subaru and IKEA, giving away more than 60,000 seedlings at more than 150 locations.

We supported a wide range of sponsor-related events and public relations campaigns, such as IKEA’s Life Improvement Project and seedling giveaway, a Chegg tree-planting ceremony on the National Mall with Secretary of Education Arne Duncan, Lowe’s Million Tree Giveaway, Origins and Estee Lauder’s Earth Day Concert live-stream and the Subaru “Share the Love” event, which featured national advertising.

“We wanted to ... support reforestation programs by renowned organizations such as American Forests and restore natural beauty to the afflicted areas, bringing hope and healing to the affected people.”
- Karl Warnke, chairman, president and CEO, The Davey Tree Expert Company

“Thanks to American Forests and IKEA U.S. customers, we are celebrating the planting of 1.9 million trees across America.”
- Mike Ward, president, IKEA U.S.
### MAJOR DONORS
- Robert Abel
- Brad Allan
- Amalia Amaki
- Roswitha Augusta
- Joe Bagnall
- Christophe Bellito
- Vincent Biondo
- Tams Bixby
- Lee Boeckstiegel
- Cindi Buckley
- Judith & Frederick Buechner
- Lois Bush
- Kari Carlson
- Greg & Olga Carlson
- Jan Carson
- Vicki Carter
- Judith Chasin
- Sami Cissell
- Jeffrey Clough
- Airrite Air Conditioning
- Robert Couch
- Doug Cowan
- Shannon Downey
- Robert Duemler
- Sarah Ehlinger
- Steven Farmer
- Michael Farn
- Margarette Foster
- Anna Paulina Foundation
- Howard Gardiner
- Lisa Giunta
- Crawford Gordon
- Virginia Hammerness
- Thomas Holland
- Ana Holub
- Charlotte Hubbell
- Robert Kaplan
- Nancy Kaplan
- Alexandra Kasuboske
- Georgia Kernell
- Jeanie Kilgour
- Brian Kirkland
- Linda Knutsen
- Joel Koplos
- William & Laura Laing
- Donald Lampron
- Parris Lampropoulos
- Anne Lee
- Todd Lincoln
- Carroll Lisle
- Ahna Logan
- Crystal Lyon
- Steve Marshall
- Michele Martin
- Jesse Maschmeyer
- Boyd Matson
- Donald Mcpartland
- Ronald Meissen
- Kimberly Moore
- Michelle Mospens
- Susan Murray
- Garrett Oncale
- Nathan Packard
- C.F. Pan
- Tony Pan
- Rahul Patel
- William Pendergrass
- Anthony Pili
- Daniel Price
- William Rand
- G. Ranga Rao
- Gobburi Rao
- Andrew Rich
- Kathleen Rittmaster
- A. William Roberts
- Lynn Roe
- Amy Rollins
- Ken Rowles
- Sudeepto Roy
- Jeannie Rozzi
- Andrew Rubenstein
- Scott Seelye
- Sunrise Senior Living
- Charles Singleton
- Bridget Sisson
- Scott & Angela Smith
- Gregory Smith
- Scott Smith
- Jack Soden
- John Spaith
- Scott Steen
- Katie Thurman
- Daniel Toomey
- Adelman Travel Group
- Scott Van Woudenberg
- Cecilia Verdi
- William Walderman
- Melissa & Ryan Weber
- David Weber
- Lynda Webster
- Mark Williams
- Patricia J Wudi

### SPONSORS

#### CORPORATE SPONSORS
- 3M Company
- ACE American Insurance Company
- Arnco
- Barkley Court Reporters
- BookFactory LLC
- Boston Properties
- Boxcar Press
- Breathing Color Inc.
- C G Roxane Water Company
- Cartoon Books Inc.
- Chegg
- Clif Bar Inc.
- CommonHealth
- Computershare
- Crate & Barrel (CB2)
- The Davey Tree Expert Company
- Earthbound Farm
- eCO2 Greetings Ltd.
- Eddie Bauer Inc.
- ELITeXPO Cargo Systems
- Estee Lauder Inc.
- Falken Tire Corporation
- Filters 4 Life
- Green Mountain Beverage
- Green Mountain Energy Company
- Green Print Alliance
American Forests 2011 Annual Report

October Hill Foundation
One Hope Foundation
Schwab Fund for Charitable Giving
The Betty R. Lindner Foundation
The Hanley Foundation
The Harris Family Charitable Fund
The White Pine Fund
Tordik Wildlife Foundation
Weck Charitable Trust

OTHER SPONSORS
Helen Beren
Crystal Clift
Austin Spencer
Kee K. DeBoer
ILL Tool Workers
D. Makower
RB Meyer
Mandyam Dhati Narayan

PARTNERS
41 Pounds
American Chemical Society
Harrington Park School
EarthShare
U.S. Forest Service Bureau of Land Management

FOUNDATIONS
Bon Eau Foundation
California Community Foundation
Edith B. Smith Trust Fidelity Charitable Gift Fund
Fred and Charlotte Hubbell Foundation
Gualala Fund at the Boston Foundation
H.O. Peet Foundation
James A. ‘Buddy’ Davidson Charitable Trust
Memton Fund
Mirnahill Foundation
National Christian Foundation
National Philanthropic Trust
Norman Raab Foundation

OTHER SPONSORS
Helen Beren
Crystal Clift
Austin Spencer
Kee K. DeBoer
ILL Tool Workers
D. Makower
RB Meyer
Mandyam Dhati Narayan
American Forests  
Statement of Financial Position

December 31, 2011

Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$3,262,380</td>
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<tr>
<td>Investments</td>
<td>4,496,714</td>
</tr>
<tr>
<td>Grants receivable</td>
<td>163,963</td>
</tr>
<tr>
<td>Contributions receivable, net</td>
<td>1,099,402</td>
</tr>
<tr>
<td>Other accounts receivable</td>
<td>8,528</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>69,758</td>
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<tr>
<td>Deposits</td>
<td>13,376</td>
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<tr>
<td>Property and equipment, net</td>
<td>81,804</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$9,195,925</strong></td>
</tr>
</tbody>
</table>

Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$59,419</td>
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<tr>
<td>Grants payable</td>
<td>926,439</td>
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<tr>
<td>Accrued expenses</td>
<td>73,830</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>4,212</td>
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<tr>
<td>Deferred rent</td>
<td>109,183</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>1,173,083</strong></td>
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</tbody>
</table>

Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>4,989,678</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>3,002,497</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>30,667</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>8,022,842</strong></td>
</tr>
</tbody>
</table>

Total Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$9,195,925</strong></td>
</tr>
</tbody>
</table>

Excerpted from 2011 financial statements audited by BDO. The complete audited financial statements are available through American Forests upon request.
American Forests
Statement of Activities

<table>
<thead>
<tr>
<th>Year Ended December 31, 2011</th>
<th>Temporarily Unrestricted</th>
<th>Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership dues</td>
<td>$27,284</td>
<td>$20,347</td>
<td>$-</td>
<td>$47,631</td>
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<tr>
<td>Contributions</td>
<td>604,742</td>
<td>2,896,813</td>
<td>-</td>
<td>3,501,555</td>
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<tr>
<td>Grants and contracts</td>
<td>32,325</td>
<td>457,573</td>
<td>-</td>
<td>489,898</td>
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<tr>
<td>Net realized and unrealized gain on investments</td>
<td>(5,776)</td>
<td>-</td>
<td>(58)</td>
<td>(5,834)</td>
</tr>
<tr>
<td>Investment income</td>
<td>166,904</td>
<td>-</td>
<td>725</td>
<td>167,629</td>
</tr>
<tr>
<td>Sales</td>
<td>85,568</td>
<td>-</td>
<td>-</td>
<td>85,568</td>
</tr>
<tr>
<td>Miscellaneous income</td>
<td>82,813</td>
<td>-</td>
<td>-</td>
<td>82,813</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>3,989,169</td>
<td>(3,989,169)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>4,983,029</td>
<td>(614,436)</td>
<td>667</td>
<td>4,369,260</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conservation and policy</td>
<td>2,742,743</td>
<td>-</td>
<td>-</td>
<td>2,742,743</td>
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<tr>
<td>Strategic initiatives</td>
<td>374,416</td>
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<td>-</td>
<td>374,416</td>
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<tr>
<td>Communications</td>
<td>438,887</td>
<td>-</td>
<td>-</td>
<td>438,887</td>
</tr>
<tr>
<td>Development</td>
<td>575,614</td>
<td>-</td>
<td>-</td>
<td>575,614</td>
</tr>
<tr>
<td>Finance and administration</td>
<td>925,812</td>
<td>-</td>
<td>-</td>
<td>925,812</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>5,057,472</td>
<td>-</td>
<td>-</td>
<td>5,057,472</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>(74,443)</td>
<td>(614,436)</td>
<td>667</td>
<td>(688,212)</td>
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<tr>
<td><strong>Net Assets, beginning of year</strong></td>
<td>5,064,121</td>
<td>3,616,933</td>
<td>30,000</td>
<td>8,711,054</td>
</tr>
<tr>
<td><strong>Net Assets, end of year</strong></td>
<td>$4,989,678</td>
<td>$3,002,497</td>
<td>$30,667</td>
<td>$8,022,842</td>
</tr>
</tbody>
</table>

Excerpted from 2011 financial statements audited by BDO. The complete audited financial statements are available through American Forests upon request.
Senior Staff Team

Scott Steen, CEO
Gerald J. Gray, Ph.D.
Peter Hutchins
Gregory Meyer
Lea Sloan
Rebecca L. Walker, CPA, MBA

Board of Directors

Lynda Webster, Chair
Zim Boulos
Michael Chenard
Bruce Lisman
Steve Marshall
Boyd Matson
Ann Nichols
Susan Sarfati