



# AMERICAN FORESTS 2011 Annual Report

**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, entomology, 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.



## Conserving Rural, Urban and International Forests

**W**ith 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.





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.

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



**4.7 million-plus trees  
planted in 2011 to  
provide habitat for  
endangered species,  
protect watersheds  
and restore forest  
ecosystems.**

## Connecting With Our Members

**W**e launched a dynamic new website at [www.AmericanForests.org](http://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*.



**2011's National Register featured more than 750 champion trees, including more than 100 new champions.**

## Working With Our Partners

**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.**



CEO Scott Steen with Secretary of Education Arne Duncan

## SPONSORS

### MAJOR DONORS

Robert Abel  
Brad Allan  
Amalia Amaki  
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Christophe Bellito  
Vincent Biondo  
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Cindi Buckley  
Judith & Frederick  
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Lois Bush  
Kari Carlson  
Greg & Olga Carlson  
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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  
Marguerite 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  
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Jesse Maschmeyer  
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Garrett Oncale  
Nathan Packard  
C.F. Pan  
Tony Pan  
Rahul Patel  
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Daniel Price  
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Gobburi Rao  
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Kathleen Rittmaster  
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Lynn Roe  
Amy Rollins  
Ken Rowles  
Sudepto Roy  
Jeannie Rozzi  
Andrew Rubenstein  
Scott Seelye  
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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

### CORPORATE SPONSORS

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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



Greentec  
Gruskin Group  
Guitar Center  
H-1 Auto Care LLC  
Himalaya Drug  
Company  
HSBC Bank USA  
Ice-O-Matic  
IKEA  
Information Week  
Interface Inc.  
Irving Tissue  
Jackson National Life  
Insurance Co.  
John Paul Mitchell  
Systems  
Johnson & Johnson  
Kaplan Real Estate  
Education  
Kayser-Roth  
Corporation  
Landscape Structures  
Larson-Juhl  
Lee Industries  
Leeds Incorporated  
Lever Your Business  
Inc.  
Macerich Management  
Company  
Macy's Inc.  
MAPEI Corporation  
Mark Thomas Co.  
Mendocino Wine Co.  
Mission Valley Bank

Music for Relief  
Nationwide Mutual  
Insurance Company  
NetCost 866NetGlass  
Nouveau Eyewear Inc.  
Pine Ridge Vineyards  
Platinumtel  
Communications  
LLC  
PLS Financial Services  
Professional Sportscar  
Racing  
Prudential Financial  
Inc.  
Shopkick Inc.  
Stonyfield Farm  
(TRCO)  
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Corporation  
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Toyota of El Cajon  
Tropos Networks Inc.  
UBS Financial Services  
Uncommongoods LLC  
United Natural Foods  
Inc.  
U-Store-It  
Working Assets

## **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  
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Foundation

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 CharitableTrust

## **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

Cash and cash equivalents	\$3,262,380
Investments	4,496,714
Grants receivable	163,963
Contributions receivable, net	1,099,402
Other accounts receivable	8,528
Prepaid expenses	69,758
Deposits	13,376
Property and equipment, net	81,804

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**Total Assets** **\$9,195,925**

### Liabilities and Net Assets

#### Liabilities

Accounts payable	\$59,419
Grants payable	926,439
Accrued expenses	73,830
Deferred revenue	4,212
Deferred rent	109,183

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**Total Liabilities** **1,173,083**

#### Net Assets

Unrestricted	4,989,678
Temporarily restricted	3,002,497
Permanently restricted	30,667

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**Total Net Assets** **8,022,842**

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**Total Liabilities and Net Assets** **\$9,195,925**

*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

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

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## AMERICAN FORESTS

734 15<sup>th</sup> Street NW | Washington, D.C. | 20005-1016  
202-737-2457 | [www.americanforests.org](http://www.americanforests.org)

### 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