



AMERICAN FORESTS

YOUR PARTNER *for good.*



*“Our customers appreciate knowing every dollar they add at check-out goes directly to planting a tree, and our associates appreciate our 20-year history with such a trusted sustainability partner.”*

Kristen Elliott  
Director of Brand Marketing & PR at Eddie Bauer

## WHY now?

Some of the most recognized and respected corporations in the world are making a difference for the planet (and building goodwill with their customers and stakeholders) by partnering with American Forests to plant trees in urban and rural areas, expand wildlife habitat, restore ecosystems and more.

Being a good corporate citizen is good for business.

American Forests makes it easy. The corporations that partner with American Forests range from the financial industry to energy to retail. Our corporate partners are multi-million dollar organizations, small family run businesses and everything in between.

*We build partnerships  
with corporations that are  
tailored to each company's goals  
and customer needs.*



## ABOUT *US*

American Forests has been protecting and restoring forests for more than 140 years. And, while we may be the nation's oldest conservation organization, our work today is more important than ever.

- Since 1990 alone, we have planted more than *50 million trees*, helping to restore forests in all *50 states* and nearly *50 countries*.
- This year, *we will plant millions more* in dozens of forest conservation projects.
- Together, these projects recover *hundreds of thousands* of acres of wildlife habitat, safeguard vital watersheds, absorb millions of tons of greenhouse gases, make our cities more sustainable and protect some of the most stunning landscapes in America.

And corporate partners like you have played a vital role in making this work possible.



## WHY *partner?*

For more than a century, businesses have supported the work of American Forests. We partner with companies to offer special opportunities in cause-related marketing, community impact efforts, and employee volunteer events.

### *The ROI of a partnership with American Forests*

- *Significant.* Our work has a compelling impact on people, wildlife, water and the overall health of the planet.
- *Marketable.* Our work is easily translated into messages that your customers and audiences will understand and support.
- *Non-partisan and non-confrontational.* Everybody loves trees!
- *Association with a trusted partner.* American Forests is the nation's oldest national nonprofit conservation organization.
- *Additional Benefits.* We offer social media and publicity support, access to videos and photos, licensing, and a presence on our website, alongside other benefits.
- *Affordable and Customizable.* The amount of your investment is totally up to you.

## FORESTS ARE *essential*

The health of our environment affects everything in our world. Forests are a fundamental cornerstone connecting the quality of essential resources such as clean air and water and the health of humans and wildlife, and serving as the foundation for our psychological and social well-being.

In a world in which global environmental challenges and a changing climate impact everything from our economy to the quality of our lives, American Forests offers pragmatic strategies and tangible ecological solutions that make a difference and provide greater good for all.

*We don't just plant trees.  
We restore critical ecosystems.*



*“In support of our “People and Planet Positive Strategy,” we want to help create a better life for people and communities, supporting positive economic, environmental and social development. As wood is such an important material for IKEA, and so is reducing our impact on the environment, working with American Forests is a natural fit. Since 1998, we have worked together to plant over 2.5 million trees here in the U.S. and look forward to continuing this work in the future.”*

Lisa Davis, Sustainability Manager at IKEA



DAVE BOYLE

## TYPES OF *partnerships*

### *Tree Planting Programs*

Our most popular partnerships—starting at as little as \$1 per tree—are a natural fit for sales, brand and product promotions and also perfect for “add-a-dollar” programs. Many corporate partners choose to donate \$1 every time they sell a certain product, making the customer feel great about their purchase.

### *Earth Month*

Cause-related marketing helps enhance a company’s brand and promote sales—and Earth Month (April), or Earth Day on April 22, offer powerful opportunities. Partners can run a special campaign on top of what they are already doing to plant trees or center their whole partnership around this crucial time.

### *Making Cities Greener*

Urban greenspace is critical to the health and quality of life in cities. American Forests has worked in 17 cities, including Detroit, Miami, Baltimore and Houston, since the launch of our urban forest program in 2013. Funding can support projects like restoring a park, creating an outdoor educational center or building a job-creating tree nursery in underserved neighborhoods.

### *Paperless Campaign*

“Go Paperless” programs offer tree planting as an incentive for customers to switch from paper to electronic communications, and save companies millions of dollars in operating costs. American Forests has partnered with a host of leading brands on these

programs, including DISH Network, Jackson National Life Insurance Company, McDonald’s, Nationwide Insurance and Verizon Wireless.

### *Holiday Initiatives*

What better time to maximize your company’s goodwill in the eyes of your customers than during the holidays? Help your customers feel even better about their purchases by letting them know that for every certain product they purchase, a tree will be planted. Even easier, allow them to add a dollar to their check out in-store or online!

### *Customer and Associate Volunteer Events*

While much of American Forests’ work goes on within forest ecosystems that may not be easily accessible for groups, we frequently work with local partners to create inspiring engagement activities for associates and customers around the country in both urban and rural settings.

*Together, we can make a difference:  
one tree at a time, one acre at  
a time, one species at a time,  
one ecosystem at a time.*



*“Our customers seem to really relate to the clear mission and tangible results that American Forests shows.”*

Brian Hashemi, Director of Marketing at UncommonGoods

## HOW WE WORK WITH *corporate partners*

**Eddie Bauer** has partnered with us since 1998. Their recent social media challenge offered to donate \$50 to American Forests for every #HugATree photo posted on Instagram and Twitter, up to a cap of \$25,000—which we reached in just a few days!



**Origins** offers a special ornament or other gift during the holidays, and plants a tree for every one sold. On Earth Day, Origins offers a limited edition cloth tote bag with every purchase, and plants one tree per giveaway.



**Whole Foods** has a Holiday Tree Program—planting one tree for every one sold which results in more than 70,000 trees planted every year with American Forests.



**Bank of America** has partnered with American Forests in nearly 20 cities. From Detroit and Miami to Dallas and Chicago, we have revitalized public spaces, restored clean water, and sparked sustainable job creation—all while supporting strong relationships with the communities Bank of America values.



**DISH Network** has incentivized customers to switch to paperless billing with an offer to plant a tree with American Forests for each customer that makes the switch. Other service industry partners plant a tree for every customer that opens a new account.



**IKEA, Eddie Bauer, and others** have offered customers the ability to add a dollar to plant a tree with American Forests, in stores and with online checkout, at minimal cost to the partner.



*“Clif Bar & Company is grateful for our partnership with American Forests. Working together, we’re able to support forest restoration efforts across the country.”*

Elysa Hammond, Director of Environmental Stewardship at Clif Bar & Company



*“Our partnership with American Forests is going on 17 years and it helps our organization reach its sustainability goals.”*

Shawn Fitzpatrick, Brand Manager and Manager of Special Projects at Crystal Geyser Water Company