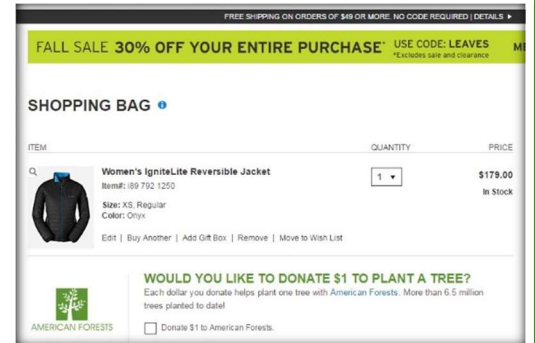




Point of Sale and Cause Marketing

Eddie Bauer and American Forests have been working together for more than 20 years, **planting over 7 million trees** in critical ecosystems across the US and Canada. While Eddie Bauer has hosted a variety of campaigns, one of the most lucrative is their prompt at checkout both in-store and online asking customers to add \$1 to their purchase to plant 1 tree with American Forests.



In addition to their add-a-dollar at checkout efforts, Eddie Bauer is currently running an exciting new campaign with us: #WhyIHike. They are even selling custom American Forests shirts in-store and online, with a percent of proceeds given to American Forests.



Water Replenishment and Volunteerism

The Coca-Cola Foundation and American Forests are working together to restore critical water ways in California, Florida and Texas as well as offer Coca-Cola employees the opportunity to get involved in the incredible work their company is funding. American Forests has calculated the water replenishment benefits from three projects Coca-Cola is making possible, helping Coca-Cola reach one of their **sustainability goals** for the year and providing a great story to share with their audience. Employees in these areas have been encouraged to attend plantings in these areas hosted by Coca-Cola, giving them the chance to learn more about their organization's efforts and make a difference.



Texas thornscrub planting in Lower Rio Grande



THYMES

Purchase-Based Donations

New corporate partner Thymes has partnered with American Forests to plant trees for the sale of all items from their Frasier Fir line. With the purchase of every Frasier Fir product, Thymes donates **\$1 to plant 1 tree** in Chippewa National Forest in Minnesota, where Thymes is headquartered. Thanks to their generosity, 140,000 trees have been planted to restore areas damaged by a devastating blowdown. Thymes promoted this partnership through print and online marketing pieces, generating positive brand recognition with their employees and customers alike.





**INDEPENDENT
STAVE COMPANY**
since 1912

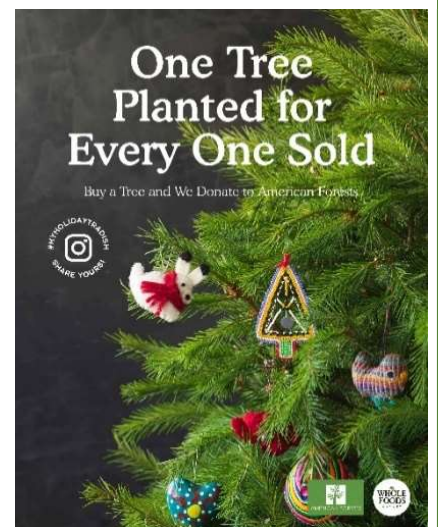
Forest Solutions and Oak Restoration Fund

Oaks are uniquely important trees for supplying **diverse forest products** and providing food and shelter for wildlife. Oak forests also dominate the headwaters of many important rivers that provide clean water. Our economy, environment and culture reflect the strength and unique attributes of oaks. Unfortunately, the number of oak seedlings has been declining due to a variety of factors like deer, lack of sunlight and pest invasions. To meet this challenge, American Forests has partnered with the world’s largest barrel-maker, Independent Stave Company, to ensure the availability of this important resource for future generations. The fund will support innovative restoration projects that sustain the environmental, economic and social benefits provided by oak forests—including jobs in the wood-forest and the distilling industries.



Holiday Campaign

Whole Foods has committed to giving back from the resources they are utilizing by planting a tree in a critical ecosystem for every Christmas tree their organization sells during the holidays. The message is simple – **Buy One, Plant One**. It is easy to communicate and a highly effective way to assuage any inherent guilt a person may have for purchasing a Christmas tree. It also is a great way to build brand reputation and customer goodwill during a busy shopping season. Since first partnering with American Forests in 2015, Whole Foods has supported the planting of nearly 240,000 trees in fire-damaged sites in California, grizzly habitat in Idaho and dozens more important project sites.



Bank of America



Community ReLeaf and Employee Engagement

Urban conservation has become trendy of late, but American Forests has been a pioneer in the field for over a century. Research shows that **equitable tree canopy** can help address a wide spectrum of ecological, social, psychological and economic issues simultaneously, in a way few if any other investments can. From air quality to home values to lowered temperatures in high-risk areas for heat-related deaths, increasing a neighborhood’s tree canopy is a valuable and worthy cause. Bank of America recognized this value and the disparity between tree canopy coverage in high-income and low-income areas of a city. In 2013, they decided to invest in tree inequity. Since then, they have supported dozens of projects across several major cities in the U.S., including the installation of outdoor education centers on vacant land in Detroit.



Before: Detroit vacant lot



After: Outdoor education center

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