



# SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

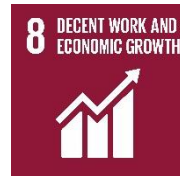
Did you know a partnership with American Forests, the nation's oldest conservation organization, can help your organization achieve multiple SDGs? Below are just a few ways collaborating with us to protect and restore North America's forests can deliver solutions to address the world's most urgent human and environmental challenges, including equity and climate change.



American Forests has developed a STEM program for high-school students in lower-income areas to help plan urban tree planting projects in their communities and explore careers in urban forestry.



Did you know the snowpack of the Sierra Nevada Mountains supplies roughly 30% of California's water, providing for both people as well as the agriculture industry? In 2017 alone, we planted 268,500 trees in CA to help capture and filter this critical water source!



American Forests has launched new forest restoration partnerships in cities and rural areas across the US to expand career opportunities in forestry, with a focus on providing special training to help underserved populations participate.



American Forests and our partners launched the Vibrant Cities Lab website in 2017, a first-of-its-kind online hub delivering research and best practices to those in the urban forest field. Resources include tree canopy mapping and a step-by-step toolkit.



If you map trees and wealth in any US city, results show a lack of trees in lower-income areas. Our Community ReLeaf Program is working towards "Tree Equity" by creating parks, tree nurseries and shade coverage in the most underserved communities.



Helping communities become more resilient is central to our urban work. For example, we are planting wind-resistant tree species across Miami-Dade County that can buffer homes and businesses during hurricanes and cool the city during heat waves.



We work with a variety of organizations to help calculate the footprint they are creating from things like business travel and paper use. Once calculated, our partners plant trees through us to mitigate their impact.



American Forests leads the Forest-Climate Working Group, and we can use our expertise to develop a customized carbon reduction portfolio for our partners comprised of reforestation projects at a project, city, or landscape scale.



Our American ReLeaf program supports a variety of reforestation projects across ecosystems like the Northern Rockies and Cascades. This work restores critical wildlife habitat, improves air quality, sequesters carbon and promotes biodiversity.



In addition to leading the Forest-Climate Working Group (at left), American Forests is also leading other collaborative efforts such as the Sustainable Urban Forests Coalition. Partnership and servant leadership are in our DNA!

# Current Partnerships and Sustainable Development Goals



## Point of Sale/Add-A-Dollar

Eddie Bauer and American Forests have worked together for 23 years, planting over 7 million trees in critical ecosystems across the US and Canada. One such project focused on reforesting whitebark pine across the Northern Rockies and Cascades. This keystone tree species is an essential food source for iconic species like the grizzly bear.



## 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 as well as effective with building positive brand awareness.



## Cause Marketing

In 2017, LightStream and American Forests partnered on the #ForestOfDreams campaign to raise awareness and funding for forests in urban and rural areas. LightStream promoted their great work by constructing a pop-up forest in Times Square in New York, donating \$1 towards our urban forest work for every person that posted to social media using #ForestOfDreams.



## Employee Engagement and Community Revitalization

Bank of America has partnered with American Forests in 18 cities across the US since 2013. Thanks to them, we have transformed vacant land in Detroit into outdoor education centers, planted thousands of trees in lower-income communities, and created job opportunities by building tree nurseries.



## Oak Restoration Fund and Economic Growth

American Forests has partnered with the world's largest barrel-maker, Independent Stave Company, to create the Oak Restoration Fund. The fund will support innovative restoration projects that sustain the environmental, economic and social benefits provided by oak forests—including jobs in the forest and the distilling industries.



## Earth Month Campaign

Arhaus Furniture is dedicated to protecting the Earth's natural resources which is why during Earth Month, they worked with American Forests to plant a tree for every order placed. Arhaus elevated the messaging by visiting a planting site they supported on stripped mineland in West Virginia and creating a compelling video to share the story with their employees and customers.



## 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 work their company is funding through employee tree plantings in urban areas.



THYMES



## Buy One, Plant One Partnership

Thymes has partnered with American Forests to plant trees for the sale of any item 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.



## Company Matching Campaign

This year, Travelers Insurance generously committed to planting 10,000 trees with American Forests in areas where their employees live and work. They encouraged their employees to join in the fundraising efforts throughout the month of April, leveraging the company's gift to make an even greater impact.