



**NORTH
AMERICAN
FOREST
FOUNDATION**

Harvesting the Next Generation Through Education

VIRTUAL REALITY

2020 **ANNUAL REPORT**



"Trees are sanctuaries. Whoever knows how to listen to them, can learn the truth."
-Herman Hesse

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As the North American Forest Foundation we use our knowledge, resources and voice to **change hearts and minds about wood, for good.** Our world's most renewable resource. Making the value clear, so the decision is EASY, for students, teachers, and the industry at large to support **spreading the truth about trees.**



#exTREEmelysmart

WHY WE EXIST

VISION

A world where people understand, value and support trees and sustainable forestry and their impact on our health, livelihoods, and planet.

MISSION

Harvesting the next generation through education by changing hearts and minds about wood, for good. Supporting the health and longevity of the North American forest products industry and the planet.

UNIQUE VALUE PROPOSITION

**Changing hearts
and minds about
wood, for good.**

HISTORY

The **North American Forest Foundation** (NAFF) was established in 1989 by the National Hardwood Lumber Association to be the education advocate supporting the North American forest products industry.

Like many of our supporters, we're here to help **grow something beautiful** - awareness of the wondrous sustainability and opportunity our hardwood and softwood forest industry provides to consumers, the environment, the economy, and beyond. Wood has helped grow civilizations throughout history, and at NAFF, we know that wood is also our future.

Rooted in education.

NAFF creates educational programs like our signature Truth About Trees teaching kit and our traveling Forest Forever children's museum exhibit to teach elementary-aged children science-based facts about trees and the wood industry.

We're developing tools to help teens and young adults learn about all the different wood-based career paths. Our website is a rich resource filled with facts about trees and their value, so everyone can learn about the benefits our forests provide.

Promotion helps us spread our branches.

We want to yell it from the treetops... wood products should be your first choice!

Our renewable forests provide us with sustainable materials that help us make almost anything you could dream a reality with wood.

We want to make sure everyone knows that by choosing wood, they're choosing quality and purchasing responsibly.

Through advocacy, we grow.

The facts are in our favor. As we look towards the future, wood is the smart choice for the planet.

We're dedicated to sharing the science-based facts that prove wood is the best renewable resource to help combat carbon emissions.

While the future of the North American forest industry is bright, we'll gain plenty of shade by working together to make sure everyone understands the benefits of trees and the stories behind the products they provide us with.

HOW

IMPACT AND DIFFERENCE



Education

Harvesting our future, children and trees, through education and experiences that change hearts and minds for generations. Children are our future. Trees make that possible.

Career Paths

Creating awareness and inspiring young people to choose careers in the forest products industry.

Economic Growth

Supporting the forest products industry by changing hearts and minds about the value of choosing and using wood.

Community

Strengthening the fiber of the forest products industry by partnering with and supporting organizations and businesses who advocate for, grow, manufacture, and use wood responsibly.

YEAR IN REVIEW

A VIRTUAL REALITY

2020 — the year that would be the ‘virtual reality’ none of us saw coming!

The year some will remember as the worst best year ever. Reflecting on how much we value simple things we used to take for granted, the challenges of working (and teaching our kids) from home, the tenacity and commitment of our healthcare workers, and the power of uniting and staying strong in crisis.

We can do hard things.

As an industry we felt incredibly grateful to be deemed “essential,” managed to work around supply chain issues, kept people employed, and still remained committed to giving our time, energy and resources.

At NAFF we ‘pivoted’ turning our Truth About Trees Kit into digital lessons for teachers and kids, available on TeachersPayTeachers.org and on our website.

These learning kits help state forestry associations, Ag in the Classroom, and hundreds of forest-related companies and organizations spread the #TruthAboutTrees and change hearts and minds about wood, for good.

In spite of limited capacity and some downtime, the Forever Forest travelling experience showed up for teachers and students in South Dakota and Pennsylvania. And will travel to Omaha and Indianapolis in 2021.

Although we couldn’t all be face-to-face at our annual golf tournament (during the NHLA Convention) you punted with us and showed up to support our inaugural Golf Across North America Event. A virtual success!

And, we turned up the volume on our social media channels and dramatically increased our community through meaningful conversations and positive engagement.

Through the support and generosity of our donors and corporate sponsors we continue growing something beautiful together—knowledge, passion, community, careers, and the North American forest products industry.

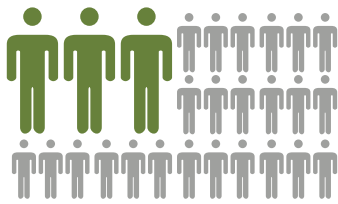
**Helping kids become
#exTREEmelysmart creates a
healthier future for generations.**



900
KITS
PRODUCED



TRUTH
about
TREES



10,000

approximate number of students educated to date



7
NUMBER OF
CHARACTERS

LEARNING THE
TRUTH ABOUT TREES

\$Priceless



GOAL

1,000,000

#exTREEmelysmart STUDENTS BY 2030

EDUCATION

FOREVER FOREST EXHIBIT

The **Forever Forest** is a traveling museum exhibit that's all about trees, from the forest to your home.

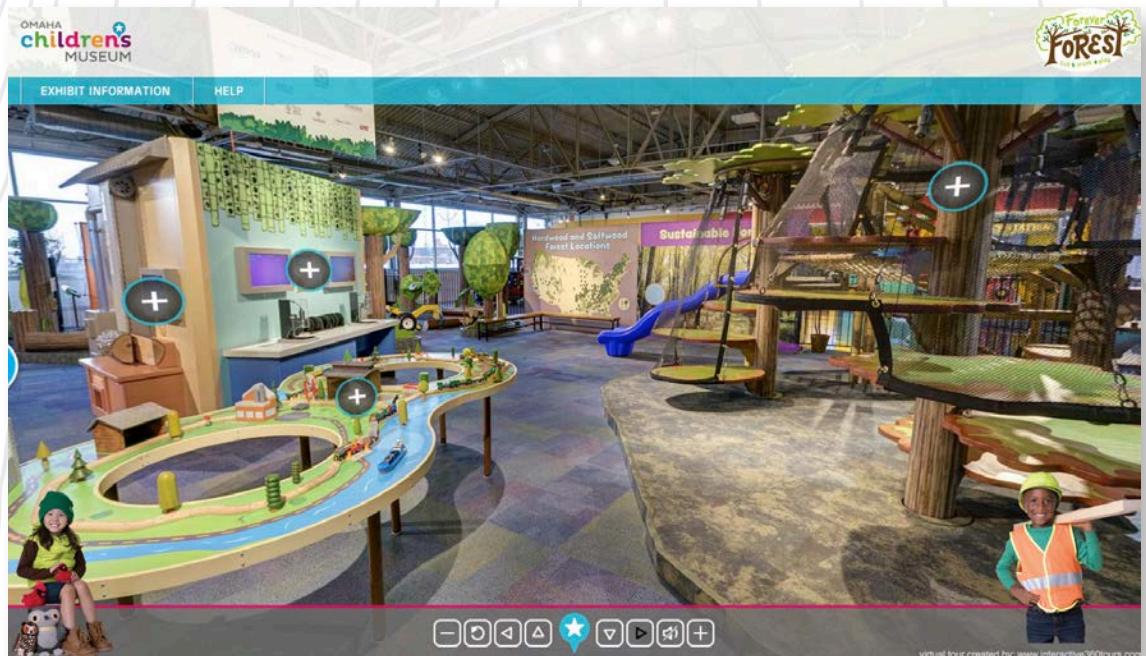
It's designed to help kids learn where wood comes from, how it's processed and transported, and all the ways it can be used.

Forever Forest features interactive play spaces where children and their parents learn about the many careers and products made from wood.

Children learn some of the different professional roles available in the industry as they maneuver a kid-size grapple skidder, load items onto a Union Pacific train, work with tools to create projects using building materials, and even distribute play medicine at the general store.

The exhibit explores the realities of forests through play, families learn about sustainability, selective harvesting, transportation needs, and the everyday products we use that are made from trees.

The Forever Forest Exhibit was created courtesy of the **Omaha Children's Museum** with collaboration and funding from **Union Pacific Railroad, DMSI** and the **Hardwood Forest Foundation (now NAFF)**.



(To help bring the exhibit to your community email info@northamericanforestfoundation.org)

2500
SQ FT
INTERACTIVE
EXPERIENCE



Total Approximate
Attendance To Date

542,609

MISSOURI



NEBRASKA



ARKANSAS



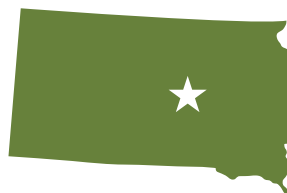
WASHINGTON



MICHIGAN



SOUTH DAKOTA



PENNSYLVANIA



CITIES/STATES TO DATE



30 CITIES
10 YEARS
GOAL

TEACHERS PAY TEACHERS



In this new ‘virtual normal’ teachers need online resources now more than ever!

Kids still believe that cutting down trees is bad or that we’re running out of trees.

We’re dispelling the myths and helping teachers spread the truth about trees through fun science-based curriculum all at the same time.

Your support enabled us to adapt our popular ‘boxed’ TruthAboutTrees educational kits into a digital version for online learning.

Teachers can download the

lessons, activity templates, links to music and a video at **TeachersPayTeacher.com** for FREE!

Tell every teacher you know. Or someone you know who knows a teacher. Or, your kids teacher. This kit is perfect for K-3rd graders.

The real-life super amazing boxed Kits (including 2 lessons, a coloring workbook, stickers, post-its, pencils, a CD, and DVD) can still be ordered on our website.

W.O.W. WOODS ON WHEELS

NAFF is excited to be included in the new W.O.W. mobile with a placard that will guide teachers to our Truth About Trees Kits.

Indiana Woods on Wheels is a traveling interactive exhibit that provides information about the Hoosier state’s most renewable resource, our forests.

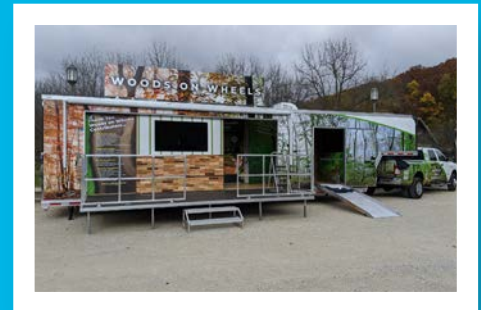
The interactive displays will immerse the senses while covering key topics in forestry.

This experience has a target audience of 4th-6th graders, but includes information for high school students eager to explore forestry career options.

And a Woods on Wheels forester will be there to answer questions, offer more in-depth information, and provide science-based forestry lessons to students!

Woods on Wheels is housed in a 40-foot trailer that is pulled by a pickup truck.

The exhibit will be made available at no expense to elementary school programs as well as for public events such as maple festivals, fall foliage festivals, and forestry-related events. State, county and local officials may also request Woods on Wheels for various local events.



The collaborators intend for Woods on Wheels to visit all 92 Indiana counties as often as possible.

Additional information, including guidelines and a request form, can be obtained by contacting Sara High, Woods on Wheels operator, Indiana Department of Natural Resources at 260-573- 3328 or email shigh@dnr.IN.gov.

CAREERS SCHOLARSHIPS

Partnering with organizations like the **National Hardwood Lumber Association (NHLA)** and their Inspector Training School and **Pennsylvania Lumbermens Mutual Insurance Company**, allows us the opportunity to reward academic excellence and encourage careers in the forest products industry with scholarships for college students.

It's because of the generosity of our loyal donors that awards like **The Willard Scholarship** are possible.

This scholarship is in memory of **Emerson A. Willard**, a life-long hardwood lumberman and someone totally committed to the NHLA and its Inspector School. This was made possible by his son, Alan Willard of Keiver-Willard Lumber Corporation, in Newburyport, MA and several close friends.

**‘Tell me and I forget.
Teach me and I remember.
Involve me and I learn.’**

–Benjamin Franklin

MEET John David Treat

He resides in Yellville, AK. He worked in his family stave mill. After the deaths of his grandfather and father, he's determined to work hard to carry on his family legacy.

MEET James Levi Thomson

He lives in Saskatoon, SK Canada. He considers himself a perfectionist and welcomes a good challenge, often using the term, "Nothing Ventured, Nothing Gained."

MEET Cameron French

He lives in Elizabethtown, KY. Cameron has a background in stave mills and is looking to forward his career in the Hardwood Lumber Industry as a Lumber Inspector.



COMMUNITY

Supporting and being supported—community is the key to growth.

Partnering with people, companies and associations like the National Hardwood Lumber Association (NHLA), Pennsylvania Lumbermens Mutual Insurance, and the Los Angeles Hardwood Lumberman's Club forges relationships and supports the industry at large.

Working together to build something beautiful, for generations.



\$23,705

ADMIN & MEMBER CONTRIBUTIONS

National Hardwood Lumber Association (NHLA)

When everyone in the industry comes together for the annual NHLA convention, NAFF participates by hosting an annual golf tournament. *(a global pandemic forced us to go virtual in 2020)*

Proceeds from this event help fund education initiatives, advocacy, and outreach efforts all year long.

Originally, NAFF *(formerly Hardwood Forest Foundation)* was founded by NHLA in 1989 to promote education and outreach. They continue to collaborate with NAFF, including residual membership renewal donations and promotion.

NAFF is a proud supporter of NHLA and all the incredible ongoing work they do for the industry, includes scholarships for their Inspector Training School.



RealAmericanHardwood.org

Building Something Big (Real American Hardwood Coalition)

NAFF is proud to be a supporter of the Real American Hardwood Coalition. A voluntary, industry-wide domestic promotion initiative for American hardwoods led by national, regional and state hardwood association executives.

The goal is to increase sales and improve industry stability by raising awareness of the benefits of Real American Hardwood. Watch for the campaign to kick off in 2021.

To find out more or become a supporter visit RealAmericanHardwood.org.



\$14,000

When the going gets tough, the tough get golfing. Virtually, that is!

We took our annual tournament online and you all showed up to support the inaugural NAFF Golf Across America Event.

Thank you for playing and a North American-sized thank you to our sponsors, you're all lumber superheroes:

*Classic American Hardwoods
Del Valle, Kahman & Co.
MacBeath Hardwood
Thomas & Proetz Lumber
Transindo USA
Tropical Forest Products*

And for generous donations from a handful of people and companies who weren't able to play, but wanted to contribute to the success of the event.

BIG SEQUOIA DONOR

\$100,000

There's a group of industry professionals in Southern California who work hard, play hard, and care deeply. They believe in this industry and in educating future generations about the value of trees and responsible forestry.

The **Los Angeles Hardwood Lumberman's Club** hosts an annual golf tournament and proceeds benefit NAFF!

At their annual Pool Tournament they enthusiastically presented NAFF with this \$10,000 check.

This humble organization has become a **NAFF Big Sequoia Donor** generously contributing over \$100,000 to date. Enormous appreciation and thanks to Jim Gaither and the entire club for all the energy and effort you put into the golf event and helping kids become #exTREEmeleysmart!

Together, we're harvesting the future.



THANK YOU!

The North American Forest Foundation is supported by over 400 people, businesses, and organizations who are passionate about bringing the Truth about Trees and science-based facts about our forests to the world around us.

The educational programs, museum exhibits, and industry promotion would not be possible without the support you give this organization. We are so thankful for each and every one of the following:

(Bold recognizes supporters who donated \$500 or more)

SUPPORTING FOUNDATIONS

French Foundation
Hexberg Family Foundation

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Dunaway Timber Co., Inc.
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Elk Valley Hardwoods
Eric Porter
Ethan Allen, Pine Valley Div.

F

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G

G.F. Hardwoods, Inc.
Ganahl Lumber Company
Gates Custom Milling, Inc.
Giorgio Gori USA, Inc.
GMC Hardwoods, Inc.
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Graf Brothers Flooring & Lumber
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Granite Hardwoods, Inc.
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Hardwood Magazine
Hardwood Market Report
Hardwoods Specialty Products
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Jaye Bressler
JoeScan Sawmill Scanners
John Boos & Co.
Johnny Asal Lumber Co, Inc
Johnny Rich Lumber Products
Joseph Hammer
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K

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Keller Lumber & Logging
Kendrick Forest Products
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Kish Lumber Co.
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L

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O

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Y

Y & Y Hardwood, Inc.
 Y-B Logging & Lumber Co., LLC
 Yazoo Lumber & Mats
 Yukon Door & Plywood, Inc.

Z

Z.B. Forest Products, LLC

LEADERSHIP

North American Forest Foundation Board of Directors

These are the people who give tirelessly of their time, energy and resources all year long. They say it “takes a village” and in our case, it takes a board — a collaboration of talent, knowledge and know-how — passionate about education and keeping the forest products industry strong.

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Support the forest products industry for generations with a gift today!

Years of false messaging has the majority of people misinformed about trees.

Your gift helps dispel the myths and spread the truth about trees by educating future generations about responsible forestry today.

MAKE A TAX-DEDUCTIBLE DONATION

<https://naff.kindful.com/>



TOGETHER, WE WILL EDUCATE
ONE MILLION KIDS
BY 2030





Harvesting the Next Generation through Education

JOIN THE CONVERSATION



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