

2021 **ANNUAL REPORT**

# GROWING SOMETHING BEAUTIFUL TOGETHER



**NORTH  
AMERICAN  
FOREST  
FOUNDATION**

Harvesting the Next Generation Through Education



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

—Benjamin Franklin

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At the North American Forest Foundation we use our knowledge, resources and voice to change hearts and minds about wood, for good.

**Helping kids become  
#exTREEmelysmart  
creates a healthier future  
for them, our industry,  
and planet.**



# 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

**Helping kids become  
#exTREEmelysmart  
creates a healthier  
future for them, our  
industry, and planet.**

## 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 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 the traveling Forest Forever exhibit (from the Omaha Children's Museum) 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, creating a healthier future.

### **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 momentum by working together to make sure everyone understands the benefits of trees and the stories behind the products and life 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

## NEW NORMAL, NEW GROWTH

### Sprouting New Blooms

Getting back to school, work, trade shows, and events felt like a breath of fresh air.

At the North American Forest Foundation we experienced a return to growth and the planting of new seeds in classrooms all across North America.

Shipping more than **600 Truth About Trees Kits** in 2021 (and more than 700 to date) means that more than 52,500 students and teachers (to date) have been exposed to the wonder and importance of trees and responsible forestry.

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

The **Forever Forest** traveling experience showed up for teachers and students in Indiana and Texas. Periodic maintenance and upgrades were made in Omaha. Next stop Dubuque, Iowa and then Greenville, South Carolina.

You showed up in a big way for our annual **NAFF Golf Classic** (during the NHLA Convention) and hit the greens for our second **Golf Across North America** virtual event. You all deserve a “green” blazer for your support!

And, **NHLA member companies** were rock stars, choosing to include NAFF in their membership renewals, equipping and

enabling us to continue supporting the industry and make a real difference for future generations.

A sizable increase in our social media community enabled many meaningful conversations and positive engagement. Thanks to **Nathan Elliott from Out of the Woods Forestry** for creating a powerful video that garnered more than 20,000 views.

Our **Back-to-School** kit drive was better than ever, with teachers being able to teach the truth about trees in person! Huge thanks to **Pennsylvania Lumbermens Mutual Insurance** for matching donations, resulting in our most successful drive to date (\$15,000).

And, **#GivingTuesday** saw people around the globe come together to give back in a meaningful way to make real change happen. Thank you to **DMSI** for your \$10,000 match and on-going support.

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 them, the industry, and the planet—for generations.**





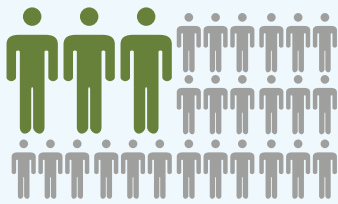
TRUTH  
*about*  
TREES

900  
KITS

PRODUCED TO-DATE

700  
KITS

DISTRIBUTED TO-DATE



52,500

approximate number of students educated to date



11  
NUMBER OF  
CHARACTERS

LEARNING THE  
TRUTH ABOUT TREES

**\$Priceless**



GOAL

1,000,000

#exTREEmelysmart STUDENTS BY 2030



Connie Cor

# EDUCATION

## TRUTH ABOUT TREES KIT

Our signature **Truth About Trees Kit** provides teachers with everything needed to teach full, interactive, science-based lessons about the forests that are our children's future.

Within each kit, teachers introduce K-3 kids to fun characters who get them excited about learning, games that make learning fun, and tokens like stickers and pencils that make learning even more rewarding.

This teaching kit was designed to work in conjunction with the Forever Forest traveling experience, but it also works perfectly as a standalone option for teaching children about trees.

Your sponsorship helps us provide these kits to schools, at no cost, across North America. The Kit is available in a boxed physical or digital version.

### WHAT'S NEXT...

NAFF is excited to partner with Hammermill Paper to print the next iteration of our signature kit and help educate more than 50,000 students.

### JR. HIGH KIT

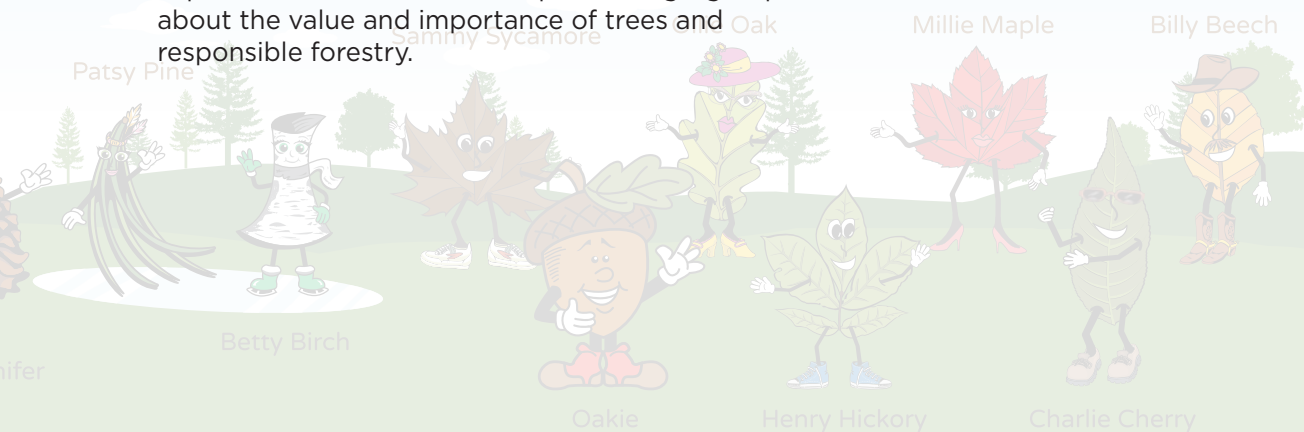
The need to help jr. high students become #exTREEmelysmart and encourage careers in the wood/lumber/forest industry has never been greater.

NAFF is working on the development of a digital kit experience to educate and inspire this age-group about the value and importance of trees and responsible forestry.



*"Your amazing kit helps me teach my At-Risk students all about Hardwoods, Softwoods, properties of wood, de-forestation, reforestation, sustainable materials for constructing projects and buildings in a way that makes the learning more enjoyable and understandable."*

—Bryan Haecker, Teacher  
Earl Warren High School, TX



*"Your kits were my most important resource of the summer and I was able to spread the truth about trees to nearly 15,000 students, teachers, and parents across Indiana."*

—Sara High, IHLA Woods on Wheels

# EDUCATION

## FOREVER FOREST EXHIBIT

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

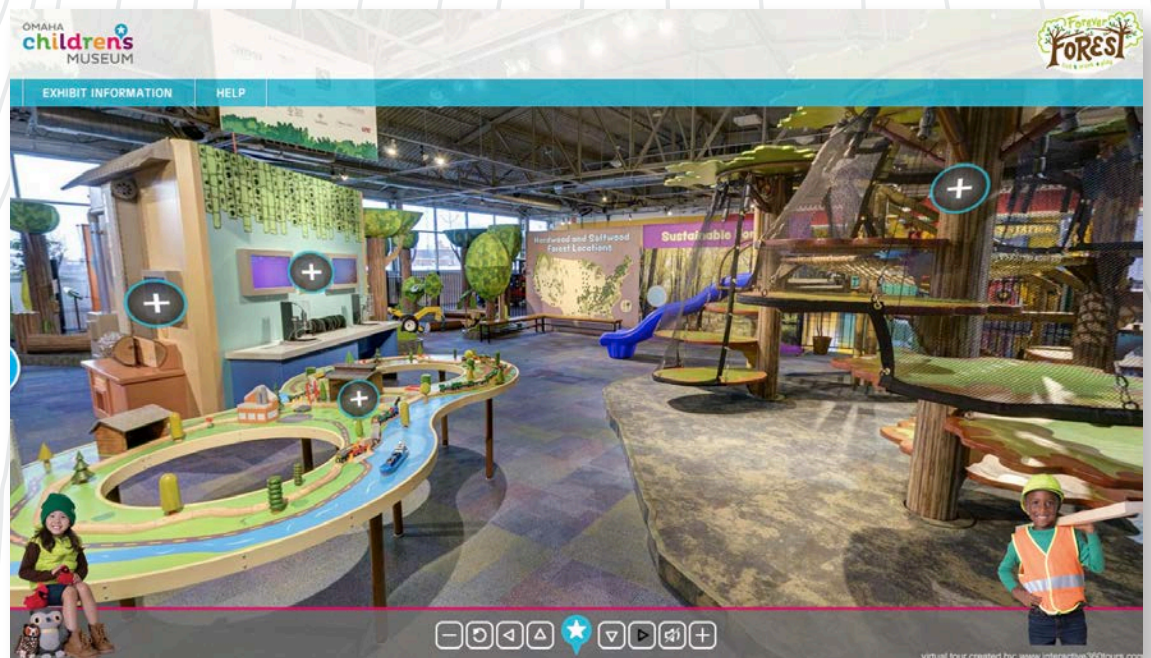
It's designed to help kids learn where wood comes from, how it's processed and transported, and all the ways it can be used.

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](mailto:info@northamericanforestfoundation.org))

2500  
SQ FT  
INTERACTIVE  
EXPERIENCE



158,000

Attendance in 2021

631,392

Total Approximate Attendance To Date

MISSOURI



NEBRASKA



ARKANSAS



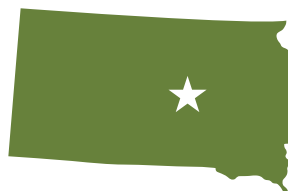
WASHINGTON



MICHIGAN



SOUTH DAKOTA



PENNSYLVANIA



TEXAS



INDIANA



CITIES/STATES TO DATE



30 CITIES  
10 YEARS  
GOAL

# ON A MISSION

## FOR GOOD ON GIVING TUESDAY



**GivingTuesday** is a global day of giving when people all around the world come together to support causes, be part of something bigger than themselves, and help make the world a better place for everyone.

On November 30th you showed up in a BIG way!

Your contributions totaled **\$10,000** and **DMSI Software sponsored this day of giving by matching funds with another \$10,000!**

DMSI is the leader in business software for the lumber and

building materials industry. And, a loyal and generous NAFF supporter.

These funds will go directly toward enhancing and reprinting our Truth About Trees kits to help 25,000 + kids become #exTREEmelysmart this year.

We're already counting down the days to #GivingTuesday2022!

To partner with us this November, email us [adeford@northamericanforestfoundation.org](mailto:adeford@northamericanforestfoundation.org).

Together, we can make a BIG difference!

# IHLA

## WOODS ON WHEELS

**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 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.

Woods on Wheels forester, Sara High, will be there to answer questions, offer more in-depth information, and teach kids from

our Truth About Trees Kit!

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

The exhibit is 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.

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](mailto:shigh@dnr.IN.gov).



# 14,613

VISITORS

# 10,000

MILES TRAVELED

# CAREERS

HARVESTING THE NEXT GENERATION



# COMMUNITY

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

Partnering with people, companies and associations forges relationships and supports the industry at large. Working together to build something beautiful, for generations.



**NHHLA**

**\$25,300**

ADMIN & MEMBER CONTRIBUTIONS

## National Hardwood Lumber Association (NHHLA)

When everyone in the industry comes together for the annual NHHLA convention, NAFF participates by hosting an annual golf tournament.

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

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

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



**NORTH AMERICAN  
FOREST FOUNDATION**

*Golf Classic*

**\$32,941**

## Building Something Big

NAFF is proud to be a supporter of the Real American Hardwood Campaign. 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.

To find out more or become a supporter visit **[RealAmericanHardwood.org](http://RealAmericanHardwood.org)**.



**[RealAmericanHardwood.org](http://RealAmericanHardwood.org)**



**\$8,275**

## A Virtual F-O-U-R!

For the second year in a row, we took our annual tournament online and you all showed up to support the **NAFF Golf Across North 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.**  
**Holt & Bugbee**  
**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.

# 5,800 Cheers for Back-to-School!

Thanks to your generosity and an incredible \$7,500 match by **Pennsylvania Lumbermens Mutual Insurance Company** and a \$6,000 donation from **Tropical Forest Products**, more than 116 Truth About Trees Kits are already in the hands of teachers across Pennsylvania and Canada, through our Back-to-School Campaign.

As a result, more than 5,800 kids are becoming #exTREEmelysmart, creating a healthier future for them, our industry, and the planet.

Our signature Kit contains lessons, activities, flashcards, a whiteboard, facts, music, and a movie that dispel the myths about trees and reinforce the truth about the power and importance of sustainable forestry in North America.

It's also a great opportunity to expose kids at a younger age to the benefits of trees and forests and introduce them to the industry as a viable career choice.

Together, we're harvesting the next generation through education.



# THANK YOU!

The North American Forest Foundation is supported by over 400 people, businesses, and organizations who are passionate about spreading the Truth about Trees and helping kids, teachers, and parents become #exTREEmelysmart.

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 \$1,000 or more)*

## ANCHOR DONORS

**French Foundation**  
**Hexberg Family Foundation**  
**Tropical Forest Products**  
**Windsor Holding Co. (WindsorOne)**

## SUPPORTERS

### A

**84 Lumber**  
**Abenaki Timber Corp**  
 Acme Pallet Inc.  
 ACPI Wood Products Co.  
 AFS Energy Systems  
 AHC Hardwood Group  
 AHF Products  
 Alan McIlvain Co.  
 Amazon Smile  
 American Wood Technology, LLC  
 American Woodmark Corp  
 Anderson-McQuaid Co., Inc.  
 Anderson, Robert  
 Anglo American Hardwoods  
 Architectural Woods  
**Arnold, Steven**  
 ASF Logistics  
 Assured Partners

### B

B & B Lumber Co., Inc./Premier  
 Bach, Jesper  
**Baillie Lumber Co.**  
 Banks Hardwoods, Inc.  
 Batesville Casket Co.  
 Battle Lumber Co., Inc.  
**Beacon Hardwoods, LLC**  
 Beard Hardwoods, Inc.  
 Beiler's Sawmill LLC  
 BID Group Technologies, Ltd  
 Big Mountain Lumber LLC  
 Billsby Lumber Company  
 Blandy Hardwoods, Inc.  
 Boa-Franc G.P.  
 Bottolfson, Fawn  
 BPM Lumber LLC-KY  
 Brenneman Lumber Co.  
 Brewco Inc.  
 Brown, Chelsea  
 Bryant Langmuir

Buchanan Hardwoods, Inc.

### C

C.B. Goodman & Sons Lumber  
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 Carbotech  
 Cardin Forest Products, LLC  
 Carl Rosenberry & Sons Lumber  
 Cascade Hardwood LLC  
 Central Alabama Wood Products  
 Cersosimo Lumber Co., Inc.  
 Chadwick Timber Company  
 Charles F. Shiels & Co.  
**Cherry Hill Hardwoods, Inc.**  
 Church & Church Lumber  
 Clark Lumber Company, Inc.  
 Clark, Greg  
**Classic American Hardwoods**  
 CLC Hardwoods

## SUPPORTERS (CONT.)

Clear Lake Lumber Inc.  
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Cole Hardwood, Inc.

**Collins, William**

Colonial Hardwoods  
Colonial Millworks Ltd.  
Conestoga Wood Specialties  
Conley, Richard  
Conroy, James  
Corley Manufacturing Co.  
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Cotton-Hanlon, Inc.  
County Line Hardwoods  
Crone Lumber Co., Inc.  
Cumberland Lumber  
Cummings Lumber  
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**D****Dahlberg, Rob**

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Davie Ashley Sawmill, LLC  
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DeFord, Deonn  
DeFrance, Richard  
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DeNoon Lumber Co.  
Devereaux Sawmill, Inc.

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Dwight Lewis Lumber Co., Inc.

**E**

East Ohio Hardwood Lumber Co.  
East Perry Lumber Co.  
Ecole Forestiere De Duchesnay  
EFM Transportation  
EHD - Engle-Hambright & Davies

**EL&EL Wood Products Co.**

Elk Valley Hardwoods  
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**F**

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**G**

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Goodfellow, Inc.  
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Green Ridge Forest Products  
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Greentree Hardwoods LLC  
Gutchess Lumber  
Gutierrez, Roianne

**H**

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Hartzell Hardwoods, Inc.

Hassell & Hughes Lumber Co.  
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Highland Hardwood Sales, Inc.  
Hogue, John  
Holmes & Co., Inc.

**Holmes, Skip****Holt & Bugbee Co.****Horner, Bruce**

Howard, Jeremy  
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**I**

I K World Trading Co. Ltd.  
Independent Stave Company  
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ISK Biocides, Inc.

**J**

James, Martin  
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J.W. Jones Lumber Co., Inc.  
James Ritter Lumber Co., Inc.  
Jerry G. Williams & Sons, Inc.  
JM Logging & Lumber  
JoeScan Sawmill Scanners  
John Boos & Co.  
Johnny Asal Lumber Co, Inc

**K**

Kamps Hardwoods, Inc.  
Katz, Gary  
Keitzman, Blake  
Keiver-Willard Lumber Corp.  
Keller Lumber & Logging  
Kepley-Frank Hardwood Co. Inc.  
Kiln-direct.com  
King City/Northway Forwarding  
Kirkham Hardwoods, Inc.

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 Langworthy, Martin  
 Lebanon Oak Flooring Co., LLC  
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 Lico Machinery Inc.  
 Linden Lumber LLC  
 Lisk, Jeffrey  
 Lonza Wood Protection  
 Lovett, Lloyd  
**Lucas, Joshua**  
 Lucidyne Technologies  
 Lumbra Hardwoods Inc.  
 Lyle, Danielle  
 Lyon, Kelly

## M

Macatawa Forest Products, Inc.  
 Machinage Piche Inc.  
 Maley & Wertz, Inc.  
 Maple Rapids Lumber Mill, Inc.  
 Maple Ridge Forest Products  
 Marsh Lumber Co., Inc.  
 Maxwell Hardwood Flooring  
 McCarty, Peter  
 McGriff Insurance Services  
 McIlvain, Jordan  
 McKamey, Josiah  
 McRae Lumber Co., Ltd.  
 Meadow River Hardwood Lumber Co.  
 Messersmith Manufacturing  
 Metz Lumber Co.  
 MiCROTEC Innovating Wood  
 Middle Tennessee Lumber Co.  
 Miller, Terry  
 Missouri Walnut, LLC  
 Mitchell, Bob  
 Morrison, John  
 Moss Lumber Industries, Inc.  
 Mount Storm Forest Products

Mountain Top Floors Inc.  
 Mueller Bros. Timber, Inc.  
**Murray, Norman & Thuy**

## N

**National Hardwood Lumber Assn.**  
 Noland Lumber Co., Inc.  
 Northern Hardwoods  
 Northland Forest Products, Inc.  
 Northwest Hardwoods  
 Nuffer, Andrew

## O

O'Hair Shutters, Ltd.  
 Oakman Hardwood Inc.  
 Oaks Unlimited  
 Osullivan, Dustin  
 Owen County Hardwoods, LLC

## P

Panneaux Maski Inc.  
 Parton Lumber Co., Inc.  
 Patrick Lumber Co.  
 Pazda, Chris  
 Peach State Lumber Products  
 Peachtree Lumber Company  
 Pearsall, Grant  
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 Porosky Lumber Co., Inc.  
 Porter Engineering  
 Prado, Steve  
 Preverco Inc.

Prime Lumber Co.  
 Primewood Lumber, Inc.  
 PRS Guitars LP  
 Pryor, Joe

## Q

Quality Hardwoods Ltd.  
 Qubica - AMF Worldwide LLC

## R

R.J. Hoffman & Sons, Inc.  
 R.J. Williams, Inc.  
 Ralph Largent Sawmill  
 RAM Forest Products  
 Ray H. Miller Logging & Lumber  
 Reid, Andrew  
 Renno Brothers Lumber  
 Rives & Reynolds Lumber Co.  
 Roach Sawmill & Lumber Co.  
**Robichaud, Wes**  
 Ron Jones Hardwood Sales, Inc.  
 Rorabaugh Lumber Co.

## S

Sam Carey Lumber Co.  
 Samuel Packaging Systems Group  
 Saroyan Lumber Co.  
 Schaller Hardwood Lumber Co.  
 Shade Mountain Forest Products  
 Shady Hill Hardwood  
 Shaver Wood Products Inc.  
 Sheoga Hardwood Flooring &  
 Paneling  
**Short, James**  
 Signode Industrial Group  
 Sirianni Hardwoods, Inc.  
 Smith Mountain Land & Lumber  
 Smith's Sawmill Service  
 Smith, Nicholas

## SUPPORTERS (CONT.)

Sorrells Sawmill, Inc.  
 Spellman Hardwoods, Inc.  
 Spessert, Dana  
 Stenson, Sydney  
 Stephens Hardwood LLC  
 Stevenson, John  
 Stoltzfus Forest Products  
 Stutzman Lumber  
 Superior Hardwoods of Ohio, Inc.  
 System TM A/S

### T

#### **Thomas & Proetz Lumber Co.**

Thompson Hardwoods, Inc.  
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 Tioga Hardwoods, Inc.  
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 Thoms, Chris  
 Townsend Lumber, Inc.

#### **Transindo USA**

True American Inc.  
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### U

UFP International LLC  
 Upper Canada Forest Products  
 USNR

### V

Vexco Inc.  
 Volner Sawmill Inc

### W

W.M. Cramer Lumber Co., Inc.  
 W.R. Deacon & Sons Timber, Inc.  
 Wagner Lumber Co.  
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Walnut Creek Planing  
 Ward Timber Co., Inc.  
 Wellborn Cabinet, Inc.  
 White County Lumber Co. Inc.  
 Willis, Douglas  
 Winesburg Hardwood & Pallet  
 Winston Hardwood Lumber Co.  
 Wood-Mizer, LLC  
 Worley Lumber Company, Inc.  
 Wynk, Brian

### Y

Y & Y Hardwood, Inc.  
 Y-B Logging & Lumber Co., LLC  
 Yazoo Lumber & Mats  
 Yoder Hardwoods  
 Yoder Lumber Co., Inc.  
 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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