



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.





#### 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 elementaryaged 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 woodbased 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



# 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.

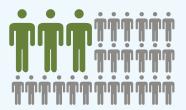
Helping kids become #exTREEmelysmart creates a healthier future for them, the industry, and the planet for generations.





**900** KITS

700 KITS DISTRIBUTED TO-DATE



52,500

approximate number of students educated to date









NUMBER OF CHARACTERS

LEARNING THE TRUTH ABOUT TREES

\$Priceless

GOAL

1,000,000

#exTREEmelysmart STUDENTS BY 2030

# **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 and encourage careers across the forest products/lumber/paper industry.



"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

Millie Maple Billy Beech

"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)

# INTERACTIVE EXPERIENCE









Attendance in 2021

Total Approximate Attendance To Date











SOUTH DAKOTA













30 CITIES 8 10 YEARS

# ON A MISSION

## FOR GOOD ON GIVING TUESDAY



-DMS1

Giving Tuesday 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

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.



14,613

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.



\$25,300 ADMIN & MEMBER CONTRIBUTIONS



\$32,941

## 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.

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 and support 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, including scholarships for their invaluable Inspector Training School.



### **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.** 





\$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 Americansized 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.

# 8,700 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 8,700 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)

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Nuffer. Andrew

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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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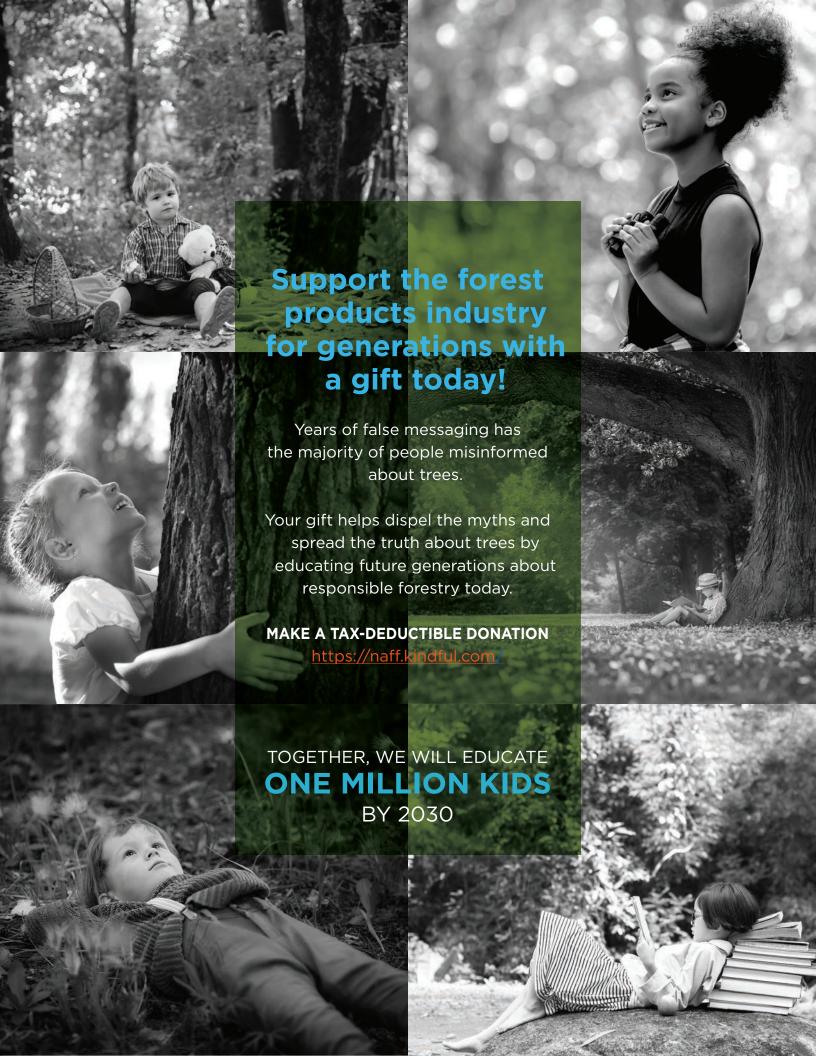
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Harvesting the Next Generation through Education

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