

# HERE WE GROW

2023 ANNUAL REPORT



**NORTH  
AMERICAN  
FOREST  
FOUNDATION**

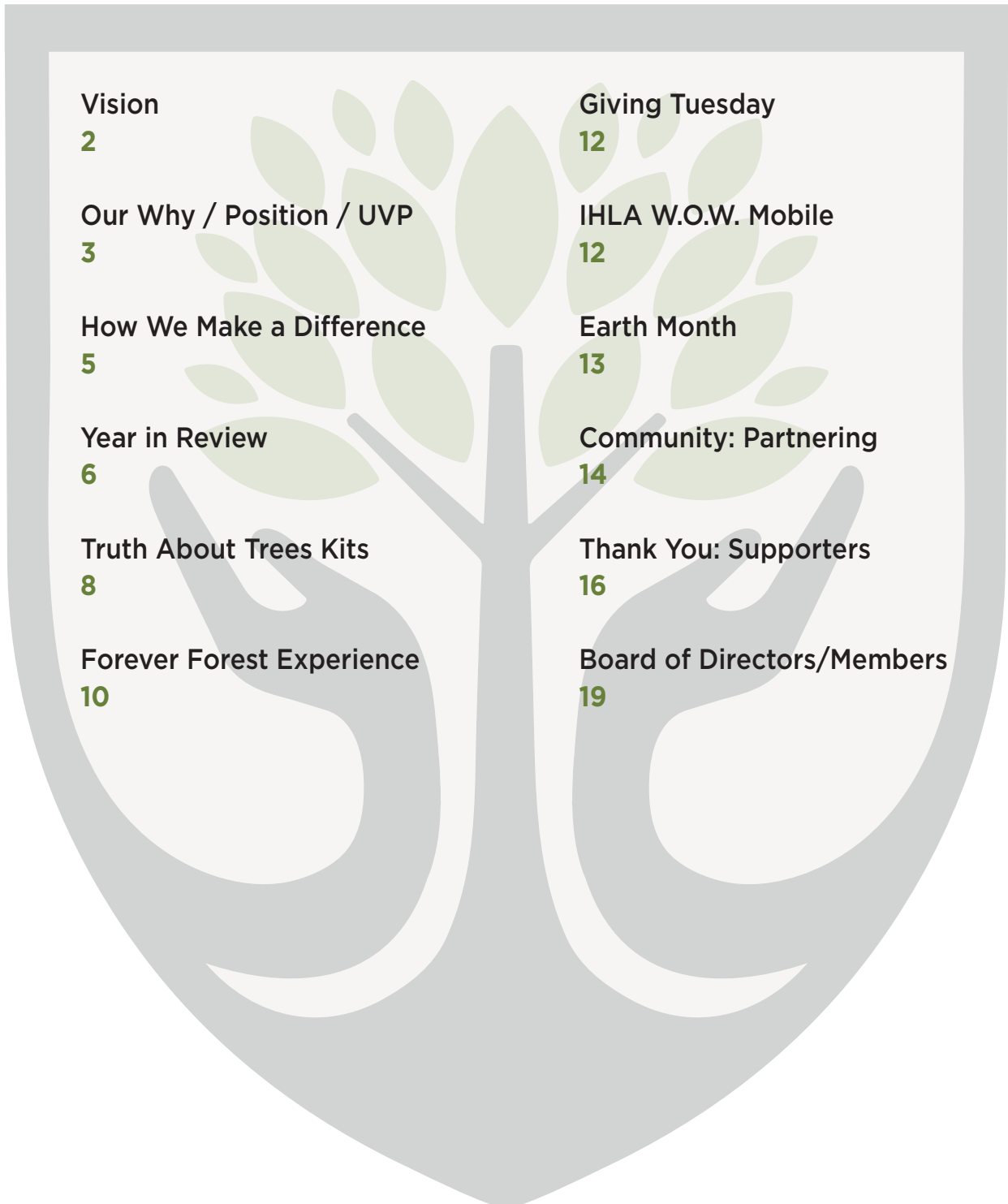
Nurturing the Next Generation Through Education





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

# WHAT'S INSIDE



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.**





# OUR WHY

## VISION

*A world where people understand and value the importance of trees and sustainable forestry and their impact on our health, livelihoods, and planet.*

## MISSION

Nurturing 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 sharing the truth about trees with students and teachers.

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, and creating a healthier future.

### Through advocacy, we grow.

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

We're dedicated to sharing the science-based facts that prove wood is the most 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

Educating one million kids by 2030 through learning and experiences that change hearts and minds about wood, for good. Children are our future. Trees make that possible.

### Careers

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

### Community

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

# YEAR IN REVIEW

## HERE WE GROW!

2023 was full of incredible experiences, new partnerships, an improved website, tradeshow, speaking opportunities, education, growth, and impact.

Thousands of ‘new seeds’ were planted in classrooms all across North America.

Shipping more than **450 Truth About Trees Kits** in 2023 (and more than 2,000 to date) means that more than 350,000 students and teachers have been exposed to the wonder and importance of trees and responsible forestry.

These learning kits help teachers, homeschoolers, 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.

Thanks to the Omaha Children’s Museum and the Nebraska Environmental Trust, the **Forever Forest** traveling exhibit showed up for 76,000 teachers and students in Arlington, Texas in 2023 and, to date, has reached more than 768,392 people.

You showed up in a big way for the annual **Alan Bonhoff Memorial Golf Tournament** (hosted by the Los Angeles Hardwood Lumbermens Club) making it possible for the LAHLC to generously donate \$15,000 to NAFF. We were on-hand to award them with a \$75,000 Lifetime Giving plaque.

And, **NHLA (National Hardwood Lumber Association) member companies** were absolute rock stars, choosing to include NAFF in their membership renewals

totalling more than \$16,000. Equipping and enabling us to continue supporting the industry and make a real difference for future generations.

Our vision for the new App for Jr. High students is coming into focus thanks to a \$6,000 grant from the **Weyerhaeuser Giving Fund**.

To celebrate **Earth Day**, we teamed up with our partners at **Hammermill** in Memphis to teach the TAT Kit at Balmoral Ridgeway Elementary School as well as donate cases of paper and kits. Together we raised \$19,000 from our Earth Month campaign.

Our annual **Back-to-School** kit drive was a big success. Huge thanks to **Pennsylvania Lumbermens Mutual Insurance** and **Hammermill** for matching donations, resulting in our most successful drive to date (\$30,000).

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 their \$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.



Allison DeFord, Executive Director



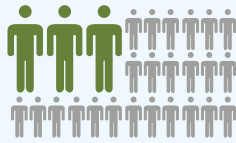




# TRUTH *about* TREES

**2000**  
KITS  
PRODUCED TO-DATE

**450**  
KITS  
DISTRIBUTED IN 2023



# 350,000

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

Dougie Fir

Connie C



# 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 elementary students to fun characters who get them excited about learning, games that make learning fun. Along with tokens, like rulers, 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.

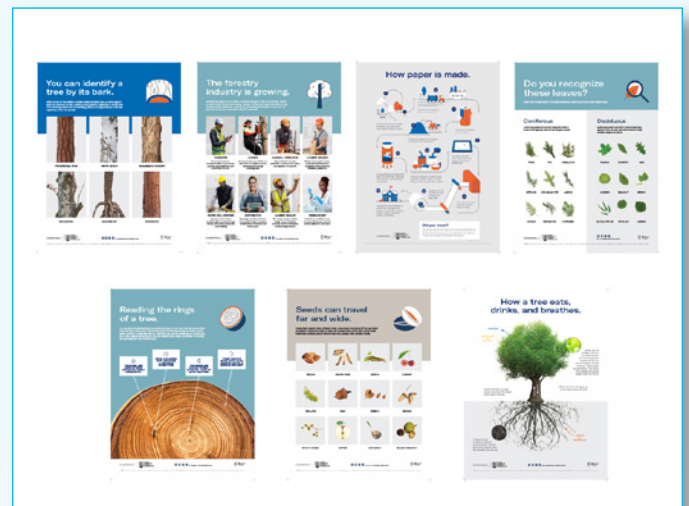
### WHAT'S NEW

NAFF is excited to partner with Hammermill Paper to include a new 7-poster series in each kit.

### 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 app 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 kits were my most important resource of the summer and I was able to spread the truth about trees to 16,000 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.

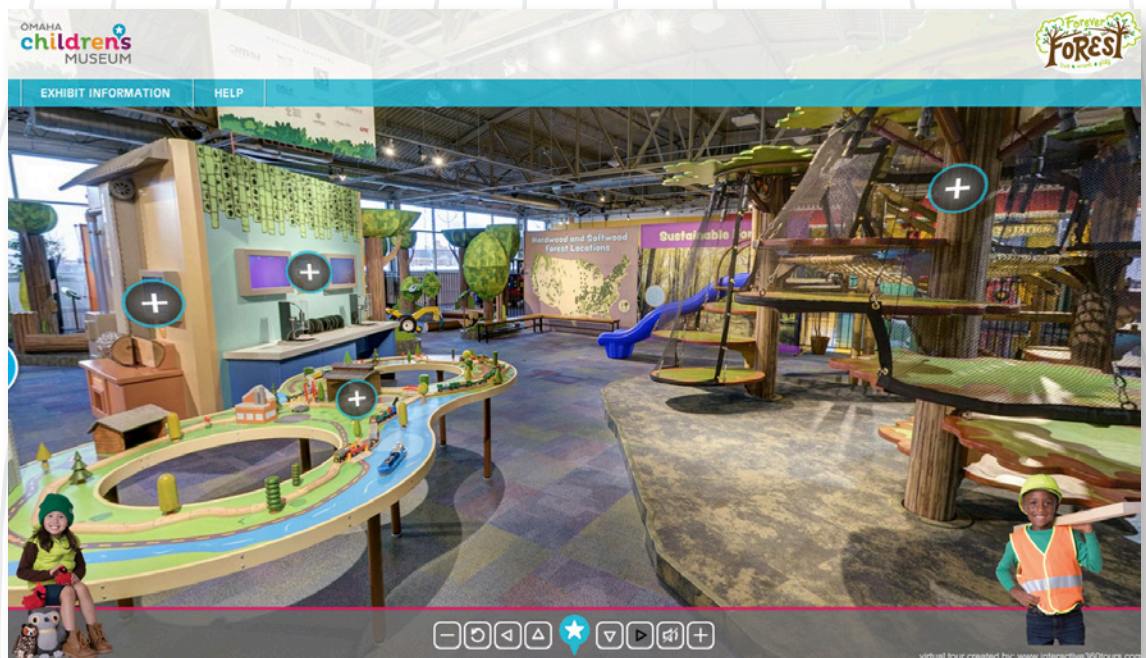
Forever Forest features interactive play spaces where children and their parents learn about the many careers and products made from wood.

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)**.

Updated and recently refurbished in 2022.



(To help bring the exhibit to your community, email [info@northamericanforestfoundation.org](mailto:info@northamericanforestfoundation.org))



2500  
SQ FT  
INTERACTIVE  
EXPERIENCE



76,000

Attendance in 2023

828,654

Total Approximate Attendance To Date

MISSOURI



NEBRASKA



ARKANSAS



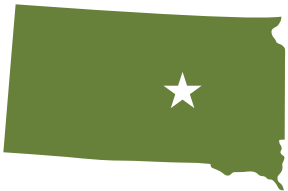
WASHINGTON



MICHIGAN



SOUTH DAKOTA



PENNSYLVANIA



TEXAS



INDIANA



IOWA



CITIES/STATES TO DATE



30 CITIES  
10 YEARS  
GOAL

# ON A MISSION

## FOR GOOD ON GIVING TUESDAY



**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 28th you showed up in a BIG way!

This year's contributions totaled **\$12,000**. Huge thanks to **DMSI Software for your \$10,000 support!**

DMSI is the leader in business software for the lumber and building materials industry.

And, a generous annual supporter of NAFF.

These funds will go directly toward the distribution of our Truth About Trees kits to help 30,000 + kids become #exTREEmelysmart.

We're already counting down the days to #GivingTuesday2024!

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).



23,284 VISITORS

59

EVENTS IN 2023





**\$19K**  
FUNDS RAISED

**47,500**  
STUDENTS WILL  
BE IMPACTED

For Earth Day 2023 NAFF Executive Director, Allison DeFord, traveled to Memphis to join the team from **Hammermill** at Balmoral Ridgeway Elementary for a joint donation of cases of paper and Truth About Trees Kits.

Allison taught the kit to the entire third grade and the kids enthusiasm was electric!

We are grateful for the dedication and support of the Hammermill team and all the good they do.

We're looking forward to Earth Month 2024 and the good we can do together.



INTERNATIONAL  PAPER  
**HAMMERMILL**

# 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.



**NHLA**

**\$16,000**

ADMIN & MEMBER CONTRIBUTIONS

## National Hardwood Lumber Association (NHLA)

When everyone in the industry comes together for the annual NHLA convention, NAFF participates through promotion, exhibiting, networking, and also speaking at the Canadian Hardwood Bureau breakfast.

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 their invaluable Inspector Training School.



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

## 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).



# Back-to-School with NAFF

Thanks to your generosity and an incredible \$10,000 match by **Pennsylvania Lumbermens Mutual Insurance Company** and **Hammermill Paper** more than 300 Truth About Trees Kits will be in the hands of teachers across North America, through our Back-to-School Campaign.

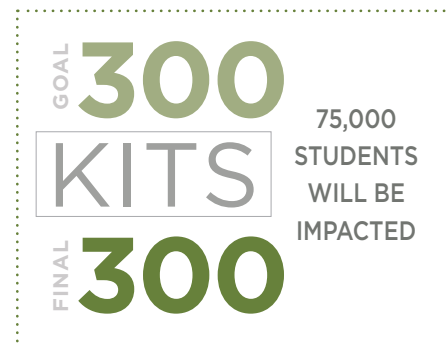
As a result, more than 75,000 kids are becoming #exTREEmelysmart, creating a healthier future for them, our industry, and the planet.

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's numerous career opportunities.

Together, we're nurturing the next generation through education!

2023  
BACK TO  
SCHOOL  
KIT  
DRIVE



#### SPONSORS



INTERNATIONAL PAPER  
**HAMMERMILL**

## WEYERHAEUSER GIVING FUND



GRANT RECIPIENT

**\$6,000**

## Grantastic!

NAFF was awarded a \$6,000 grant from the Weyerhaeuser Giving Fund to assist in the development of the **new Truth About Trees App**, being designed for Jr. High students.

You can be a part of this first-of-its-kind app to educate and inform our future consumers and workforce with the Truth About Trees.

Contact:  
[adeford@northamericanforestfoundation.org](mailto:adeford@northamericanforestfoundation.org)



# THANK YOU!

The North American Forest Foundation is supported by over 300 individuals, businesses, and organizations who are passionate about educating the next generation to be #exTREEmelysmart. Creating a healthier future for kids, the industry, and planet.

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

**DMSI Software**  
**Hammermill**  
**Hexberg Family Foundation**  
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**Kamps Hardwoods**  
**Los Angeles Hardwood Lumbermen's Club**  
**Mayfield Lumber Co.**  
**National Hardwood Lumber Association**  
**Pennsylvania Lumbermen's Mutual Insurance**  
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**Phillips Family Foundation**

## SUPPORTERS

### A

84 Lumber  
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 AHF Products  
 Aiken Controls  
 Amazon Smile  
 American Eagle Hardwoods LTD  
 Arxada  
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### B

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 Baird Brothers Sawmill  
 Ballisty, Angela  
 Batesville Casket Co.  
 Battle Lumber Co., Inc.  
**Beacon Hardwoods, LLC**  
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 Boa-Franc G.P.  
 Boldesign, Inc.

Bradford Forest, Inc.  
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 Brewco Inc.

### C

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 Century Furniture Co.  
 Chadwick Timber Company  
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Cox, Oliver  
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## **D**

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## **E**

Ethan Allen, Pine Valley Div.

## **F**

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Fitzgerald, Nicholas  
Fr. Meyer's Sohn NA LLC  
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Froedge Machine & Supply  
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## **G**

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Gallatin, Tammy  
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Gates Custom Milling, Inc.  
GMC Hardwoods, Inc.  
Greenbridge  
Greentree Forest Products, Inc.

## **H**

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Hankins  
**Hardwood Industries, Inc.**  
Hardwood Market Report  
Hardwoods Specialty Products  
Harold White Millwork  
Hasko Industries  
Hazard Control Technologies  
Henry County Hardwoods, Inc.  
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High, Lori  
**Holmes, Skip**  
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J.M. Wood Products  
JoeScan Sawmill Scanners  
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Koppers, Inc.

Kotch, Whitney  
Krihak, Peter  
Kuehne + Nagel, Inc.

## **L**

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Lauer Group International  
Lisk, Jeffrey  
Lumbra Hardwoods Inc.

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Maley & Wertz, Inc.  
MAVIN  
Maxwell Hardwood Flooring  
McDonough Manufacturing  
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Messersmith Manufacturing  
Middle Tennessee Lumber Co.  
Mo Pac Lumber Co.  
Mueller Bros. Timber, Inc.  
**Murray, Norman**

## **N**

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Noland Lumber Co., Inc.  
Northland Forest Products, Inc.  
Nuffer, Andrew

## **O**

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Ohio Forest Products LLC

**SUPPORTERS (CONT.)****P**

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 Porter, Eric  
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**Q**

Quality Hardwoods Inc.

**R**

Redwood Plastics & Rubber  
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 Reimer, Mike

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**U**

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 Wood-Mizer, LLC

**Y**

Yoder Lumber Co., Inc.  
 Yukon Door & Plywood, Inc.

**Z**

Zuccato, Chelsea



# 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 (future consumers and workforce) about responsible forestry today.

**MAKE A TAX-DEDUCTIBLE DONATION**

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

TOGETHER, WE WILL EDUCATE **ONE MILLION KIDS** BY 2030







Nurturing the Next Generation through Education

JOIN THE CONVERSATION



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