


extREEmely SMART

2024 ANNUAL REPORT



**NORTH
AMERICAN
FOREST
FOUNDATION**

Nurturing the Next Generation Through Education

A photograph of a teacher and students in a forest. The teacher, a woman with blonde hair, is sitting on the ground on the left, smiling and holding a book. Three students are sitting on the ground to her right, also smiling. They are all wearing hats and casual clothing. The background is a dense forest with trees and foliage. The image has a warm, golden-brown color cast.

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

At the North American Forest Foundation we use our knowledge, resources and voice to create a world where people **understand and value the importance of sustainable forestry and choosing wood** to ensure a healthier future for our children, industry, and planet.

WHY

MISSION

Nurture the next generation through education by changing hearts and minds about wood, for good—supporting the health and longevity of our children, 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 wood 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

2024...Oh what a TREEmendous year!

From new experiences and partnerships with companies like **J.D. Irving** and **Stella-Jones** to speaking engagements and conventions, we saw growth and impact every step of the way.

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

Shipping more than **500 Truth About Trees Kits** in 2024 means that more than 125,000 more students and teachers have been exposed to the wonder and importance of sustainable forestry and have a better understanding of why choosing wood is exTREEmelysmart.

Our signature kit continues to expand in value with the addition of a new **plantable pencil**.

We welcomed **new board members** Konstantin Posherstnik from Forest Products Distributors, Dr. Nate Irby from Railway Tie Association, and Ellery Jones from Mississippi Lumber Manufacturers Association.

Thanks to the Omaha Children's Museum and the Nebraska Environmental Trust, the **Forever Forest** traveling exhibit is back on the road after some refurbishing and to date has reached more than 828,654 people.

You showed up in a big way for the annual **Alan Bohnhoff Memorial Golf Tournament** (hosted by the Los Angeles Hardwood Lumberman's Club) making it possible for the LAHLC to generously donate \$15,600 to NAFF.

For the third year in a row we were grateful to be a small part of **IHLA's Woods On Wheels**

program, providing TAT kits to help reach more than 16,000 students and teachers across Indiana in 2024.

Missouri Forest Products Association sponsored 200 kits with a \$20,000 donation to spread the truth about trees in Missouri schools. Incredible work happening there!

To celebrate **Earth Day and Arbor Day**, we teamed up again with **Hammermill** and **Patrick Lumber Co.** for our annual Earth Month Kit Drive, raising \$18,000.

Our annual **Back-to-School** kit drive was a great success. Huge thanks to **Pennsylvania Lumbermens Mutual Insurance** and **Hammermill** for matching donations, resulting in \$30,000 of support.

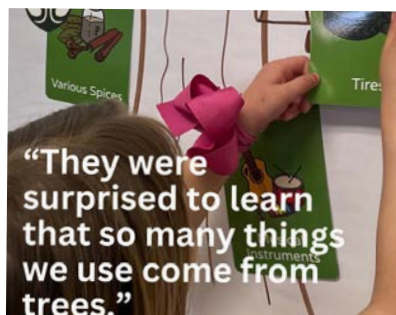
#GivingTuesday2024 saw people around the globe come together to give back in a meaningful way to make real change happen. Thank you to **DMSI Software** for their \$10,000 match and on-going support.

We continued work on garnering sponsorship and support for our new **App for Jr. High students**. This first-of-it's-kind digital tool will potentially impact 12 million students and teachers. Stay tuned!

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



"They were surprised to learn that so many things we use come from trees."





TRUTH
about
TREES

3000

KITS

PRODUCED TO-DATE

550

KITS

DISTRIBUTED IN 2024



450,000

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. Along with activities, rulers, stickers, and pencils that make learning even more rewarding and fun.

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 across North America, at no cost. The Kit is available in a boxed physical or digital version.

WHAT'S NEW

We added a new plantable pencil that the teacher and students can watch grow into a spruce tree throughout the school year.

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.

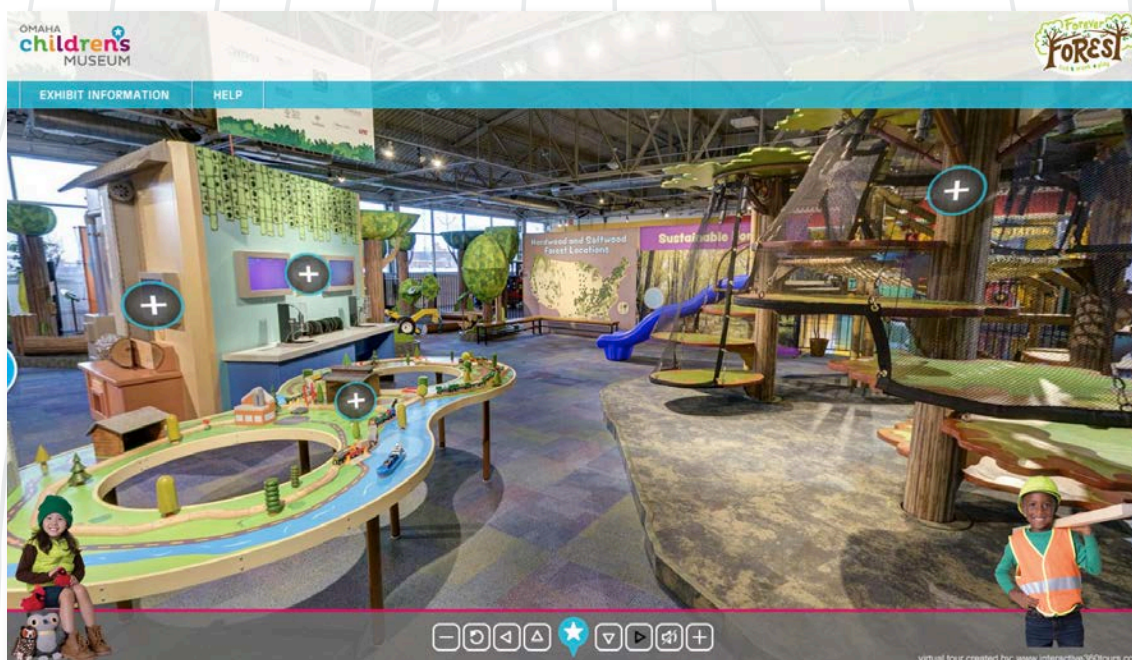
Forever Forest features interactive play spaces where children and their parents learn about the many careers and products made from wood.

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 2024.



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

2500
SQ FT
INTERACTIVE
EXPERIENCE



76,000

Attendance in 2023 (refurbished in 2024)

828,654

Total Approximate Attendance To Date

MISSOURI



NEBRASKA



ARKANSAS



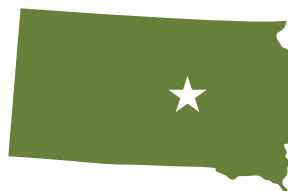
WASHINGTON



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.

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 #GivingTuesday2025!

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.



18,361

VISITORS

59

EVENTS IN 2024



\$18K
FUNDS RAISED

30,000
STUDENTS WILL
BE IMPACTED

Earth Day 2024 was nothing short of WIN-WIN for education, teachers, and the industry.

Huge thanks to our friends at **Hammermill** for donating some of the printing for kit components, as well as a \$5,000 matching sponsorship.

For the second year in a row **Patrick Lumber** was a \$1,000 matching sponsor and supportive advocate for NAFF.

We're looking forward to Earth Month 2025 and the good we can do together.

To become a sponsor or to make a scheduled donation please reach out today by calling Allison DeFord or email us at adeFord@northamericanforestfoundation.org.

INTERNATIONAL PAPER
HAMMERMILL



LAHLC MEMBERS TEE OFF FOR EDUCATION

In February the **Los Angeles Hardwood Lumberman's Club** presented a \$15,500 check to the North American Forest Foundation from funds generated by the Alan Bohnhoff Memorial Golf Tournament in the Fall of 2024.

LAHLC has hosted this tournament since 1999 and generously donated more than \$100,000 in lifetime giving to NAFF to educate the next generation and create a healthier future.

The LAHLC was created as a social club for lumber industry professionals in the Southern California area to stay connected and foster business relationships. But they didn't stop there.

Their commitment to supporting the next generation, each other, and the industry, and making a meaningful difference has affected thousands of lives and created a legacy of giving back.

You're all heroes to us.



Los Angeles Hardwood Lumberman's Club



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.



It Takes a Village To Support Educating The Next Generation

As a small but mighty non-profit organization we don't exist without the support of so many individual and corporate donors and amazing organizations who believe in educating the next generation.

Thank you to the following for all you do to support NAFF and educate the next generation, including convention booth space, registration, public relations, advertising, and so much more:

Indiana Hardwood Lumberman's Association (IHLA), Los Angeles Hardwood Lumberman's Club (LAHLC), Mississippi Lumber Manufacturer's Association (MLMA), Miller Wood Trade Publishing, Missouri Forest Products Association, National Hardwood Lumber Association (NHHLA), North American Wholesale Lumber Association (NAWLA), Railway Tie Association (RTA), Penn York Lumbermen's Club, and Western Wood Preserver's Institute (WWPI).

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!

2024
BACK TO
SCHOOL
KIT
DRIVE

GOAL **300**
KITS
FINAL **300**
75,000
STUDENTS
WILL BE
IMPACTED

SPONSORS



INTERNATIONAL PAPER
HAMMERMILL

50,000

POTENTIAL NUMBER OF
STUDENTS IMPACTED



\$20,000

The **Missouri Forest Products Association** graciously donated \$20,000 to invest in Missouri schools and distribute 200 Truth About Trees Kits to teachers throughout the state.

The Missouri Forest Products Association (MFPA) reaches young students in several ways. Educational materials for schools include:

- Supersize custom made hardwood Jenga games, made of 10 different Missouri hardwoods
- Little Trees in a Big Forest, a book targeted at fourth graders, but suitable for various ages, that traces the life of a tree from seedling to the point where it becomes a bench
- A professional traveling magic show, the Marvelous Magic Tree Show, presented at school assemblies to reach kids in grades 4 through 6.

NAFF is excited to continue partnering with MFPA and other state associations to spread the truth about trees and keep our local communities and workforce thriving for generations.

A NORTH AMERICAN-SIZED THANK YOU!

The North American Forest Foundation is supported by hundreds of individuals, businesses, and organizations who are passionate about educating the next generation to be #exTREEmelysmart. Creating a healthier future for children, the industry, and our 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:

(Anchor donors contributed \$5,000 or more)

ANCHOR DONORS

Abenaki Timber Corp

DMSI Software

Hammermill

Hexberg Family Foundation

Los Angeles Hardwood Lumberman's Club

Miller Wood Trade Publishing

Missouri Forest Products Association

Pennsylvania Lumbermens Mutual Insurance

Penn-York Lumbermen's Club

Phillips Family Foundation

Stella-Jones

(Bold recognizes supporters who donated \$1,000 or more)

SUPPORTERS

B

Bouchard, Chris
Bowers, Ty
BP Wood

C

Cherry Hill Hardwoods, Inc.
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Coleman, Tom
Collins, William
Cox, Oliver

F

Freres Wood

G

Gaither, Jim
Gates Custom Milling, Inc.

H

Hardwood Industries, Inc.
Holmes, Skip
Holt & Bugbee
Horner, Bruce

I

**Indiana Hardwood Lumber
Assoc. (IHLA)**

J

J.D. Irving Limited

K

Kelley Wood Products

L

Lisk, Jeffrey

M

Maeda, Robert
Mississippi Lumber
Manufacturer's Assoc. (MLMA)
Mayfield Lumber
Murray, Norman
Murray, Thuy

N

**National Hardwood Lumber
Assoc. (NHLA)**
National Hardwood Magazine
**North American Wholesale
Lumber Assoc. (NAWLA)**
Nuffer, Andrew
Nyle Dry Kilns

P

Patrick Lumber Co.
Pescaglia, Amy
Porter, Eric
Posherstnik, Konstantin

Q

Quality Hardwoods Ltd.

R

Railway Tie Association

S

Schofield, James
Siminerio, Andrew

T

Thomas & Proetz
Townsend Lumber

V

Vigneault, Eric
VonPinnon, Michael

W

Western Wood Preservers
Institute (WWPI)

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 and forestry.

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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