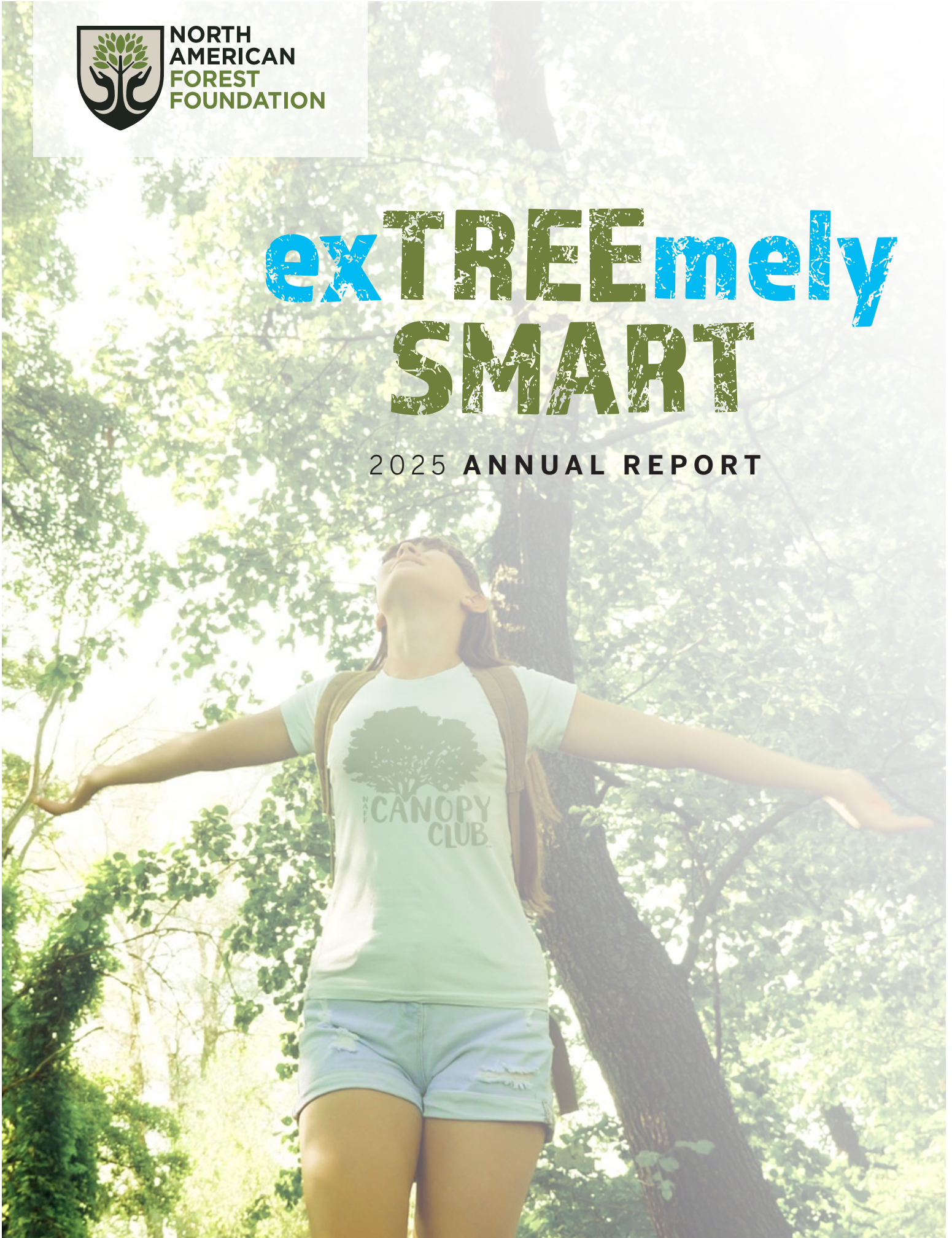





**NORTH
AMERICAN
FOREST
FOUNDATION**

extREEmely SMART

2025 ANNUAL REPORT



A woman with her hair tied back is sitting on the ground in a forest, smiling and looking towards a group of children. She is holding a book in her hands. The children, wearing hats and casual clothing, are also sitting on the ground, some holding books. The scene is bathed in a soft, greenish light, suggesting a peaceful outdoor setting. The text is overlaid on the upper right portion of the image.

*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



Various Spices



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.

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



YEAR IN REVIEW

Like so many of our donors, 2025 proved to be a challenging year that taught us patience, resilience, and creativity in the face of uncertainty.

For the first time in our history we have a waitlist of 1,300 for our **Truth About Trees Kits**. As soon as we can reprint and distribute them, upwards of 325,000 students will be exposed to the wonder and importance of sustainable forestry and have a better understanding of why choosing wood is exTREEmelysmart.

We welcomed **new board members** Brian Conklin from Gutchess Lumber, Clayton Miller from Aurora Timberland, Adam Duplisea from Nyle Dry Kilns, and Terry Haddix from Nova USA Wood.

Thanks to the Omaha Children's Museum and the Nebraska Environmental Trust, the **Forever Forest** traveling exhibit spent time in Omaha, NE and Midland, TX last year. And to date has reached more than **828,654** people.

Once again, 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 \$15,500 to NAFF. This brings their lifetime contributions to well over \$115,000!

For the fourth year in a row we were grateful to be a small part of **IHLA's Woods On Wheels** program, that traveled over 19,000 miles across Indiana, visiting 54 locations in 36 counties, including 6 new counties not visited before. Forester, Sara High, handed out our TAT kits and 20,468 visitors were impacted in 2025.

To celebrate **Earth Day and Arbor Day**, for the third year in a row, we teamed up with **Hammermill** and **Patrick Lumber Co.** for our annual Earth Month Kit Drive, raising \$11,000.

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 \$20,810 of support.

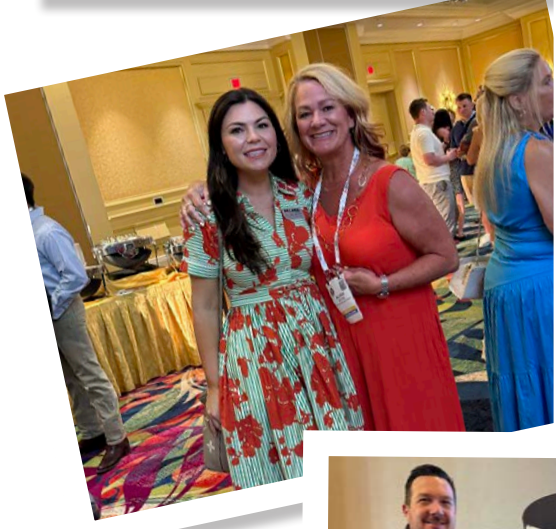
In November we launched the all new **Canopy Club**, a community of monthly donors helping forest education and careers flourish across North America. For just \$12/month you're planting seeds of awareness, understanding, and stewardship that will grow for generations. TREEmendous thanks to **Lumbermen Associates** for their \$14,000 donation and 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





TRUTH *about* TREES

3000

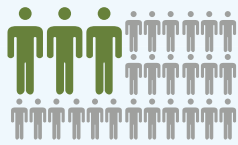
KITS

PRODUCED TO-DATE

550

KITS

DISTRIBUTED IN 2024-25



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 20,000 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.

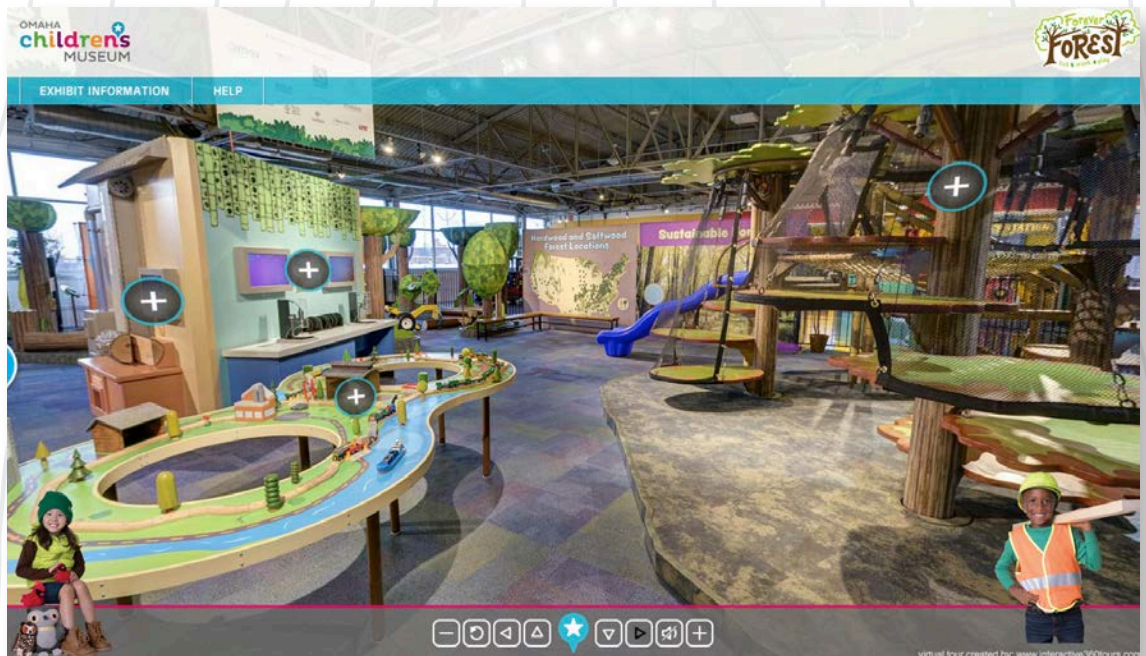
Forever Forest features interactive play spaces where children and their parents learn about the many careers and products made from wood.

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

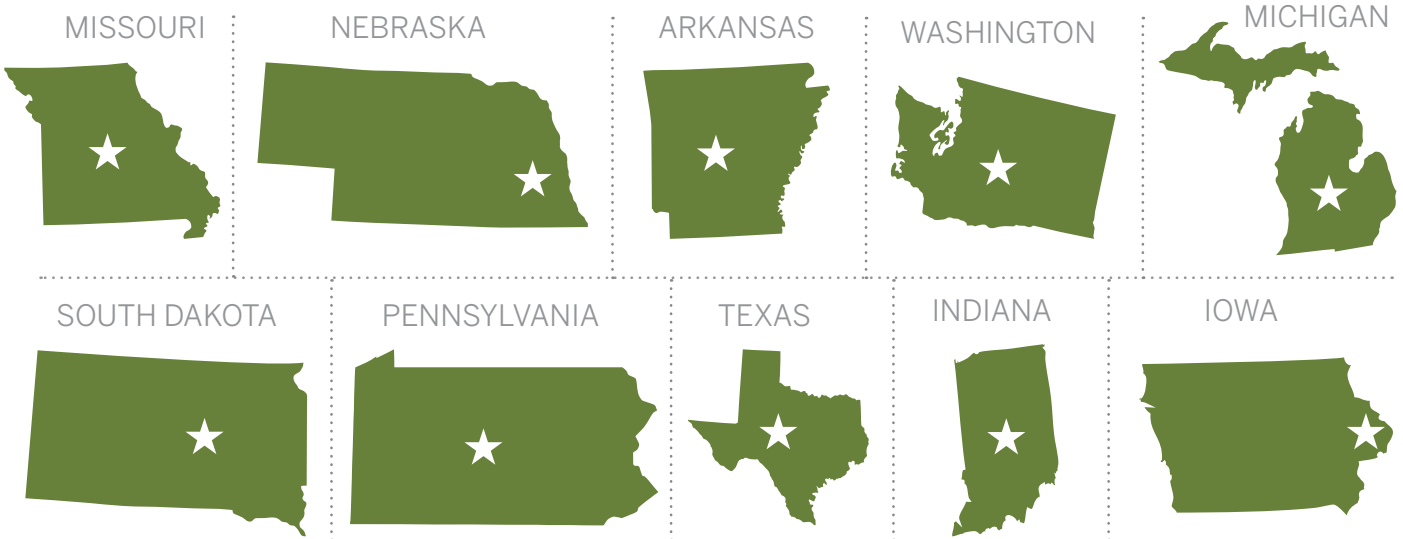


107,138

Attendance in 2025

935,792

Total Approximate Attendance To Date



CITIES/STATES TO DATE

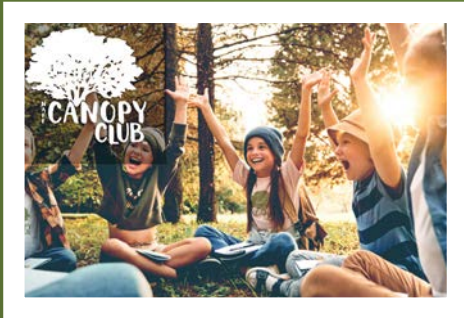


30 CITIES
10 YEARS

GOAL

HERE WE GROW

INTRODUCING CANOPY CLUB



Canopy Club is a community of monthly donors helping forest education and careers flourish across North America.

For just \$12 a month you'll plant seeds of awareness, understanding, and stewardship that will grow for generations.

TREEmendous thanks to **Lumbermen Associates** for kicking off the club with a \$14,000 donation! And, to **DMSI Software** for your \$10,000 sponsorship!

Your monthly gift nurtures programs that:

- Provide teachers with free resources, like our Truth About Trees Kit
- Educate students about sustainable forestry
- Support future generations of forest industry professionals
- Create a healthier future for our children, industry, and planet

Together, we're planting the seeds that will make a BIG difference!

SPONSORED BY



JOIN THE CANOPY CLUB

NorthAmericanForestFoundation.org/Canopy-Club

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.

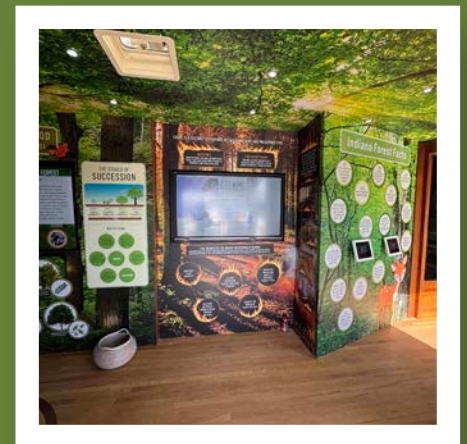
Woods on Wheels forester, Sara High, will be there to answer questions, offer more in-depth information, and teach kids from our

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.



20,468

VISITORS

54

EVENTS IN 2025



\$11K
FUNDS RAISED

18,333
STUDENTS WILL
BE IMPACTED

Earth Month 2025 is an amazing opportunity to highlight Earth Day and Arbor Day in the month of April.

Huge thanks to our friends at **Hammermill** for donating some of the printing for kit components, as well as a \$10,000 matching sponsorship.

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

We're looking forward to Earth Month 2026 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.



LAHLC MEMBERS TEE OFF FOR EDUCATION

In January the **Los Angeles Hardwood Lumberman's Club** presented a \$15,600 donation to NAFF from funds generated by the Alan Bohnhoff Memorial Golf Tournament in the Fall of 2025.

LAHLC has hosted this tournament since 1999 and generously donated more than \$115,000 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.



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).



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.

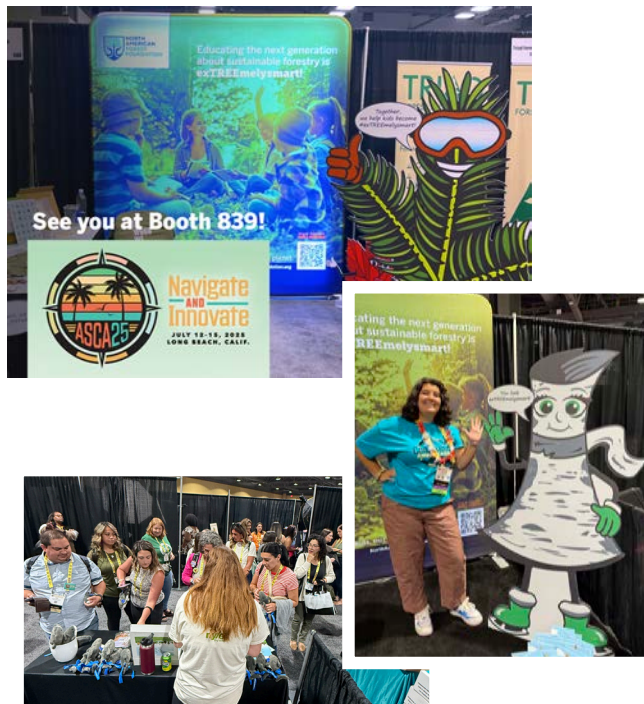
Together, we're nurturing the next generation through education!

GOAL **300** KITS

75,000 STUDENTS WILL BE IMPACTED

FINAL **300**

SPONSORS



EDUCATORS ROCK!

The **American School Counselor Association (ASCA)** national convention is such a fantastic opportunity to connect with more than 5,000 educators.

This past year it was held in Long Beach, CA and NAFF was on-hand in the exhibit hall handing out plantable pencils (to grow a spruce tree), T-shirts, and plushies from our friends at **Hammermill Paper**.

Our booth was a constant buzz of activity, with people lining up to talk with us, like Taylor Swift might appear. The most exciting thing we heard over and over again is the enthusiasm and urgency around teaching students about the value of responsible forestry and why choosing wood products is climate smart and important.

We received hundreds of Truth About Trees kit requests, as a result. Looking forward to next year!

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

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

Baillie Lumber Co.

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Phillips Family Foundation

Stella-Jones

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

(CC recognizes Canopy Club members)

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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.

2025 EXECUTIVE BOARD

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Help educate the next generation 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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