



AMERICAN FORESTS

ABANNER YEAR

2014 YEAR IN REVIEW

2014 WAS ANOTHER YEAR OF MILESTONES FOR AMERICAN FORESTS. With the support of our members and corporate partners, we planted our 47 millionth tree. Taken together, these trees, planted since our Global ReLeaf program began in 1990, have removed millions of tons of carbon from the earth's atmosphere. Each year, the amount of CO₂ sequestered continues to grow as the trees grow.

But removing greenhouse gases from the atmosphere is only one benefit. In 2014, we worked with local partners to plant trees along waterways and in major watersheds from Detroit to Cameroon, ensuring hope for a future with cleaner water. We have helped restore thousands of acres of habitat and food sources for wildlife, including threatened and endangered species from wood storks to grizzlies and gopher tortoises to spotted owls. The net effect of this work can be measured tree by tree or species by species, but the big picture is that we are helping to restore ecosystems that are critical to all life on the planet.

2014 ACCOMPLISHMENTS



Restoring Our Forests

- ▶ Planted our 47 millionth tree since 1990, in 62 projects in 19 states and in 15 countries.
- ▶ Reforested more than 3,600 acres damaged or destroyed by wildfires with nearly a million trees.
- ▶ Restored two mountainsides in Ohio and West Virginia clear-cut for mining operations.
- ▶ Supported specific protection efforts including tree guards, sun shades and community outreach and education on sustainable forestry practices.
- ▶ Restored wildlife habitats for threatened and endangered species ranging from Pacific salmon to ocelots to the golden lion tamarin.

Caring for Endangered Western Forests

- ▶ Planted more than 40,000 disease-resistant whitebark pine trees within the iconic Greater Yellowstone Area (GYA).
- ▶ Surpassed our goal of protecting more than 10,000 high-value mature whitebark pines from bark beetle infestation with pheromone patches.
- ▶ Supported a study to prioritize locations for restoration activities based on the degree to which water is available for new seedlings at planting sites.
- ▶ Funded the update for the GYA's strategy for the on-the-ground restoration and protection work for the whitebark pine. Every land manager in the area will use this strategy to determine best practices for their sites, help prioritize activities and help determine when and where to plant whitebark pine.



Engaging Volunteers Across the Nation

- ▶ Sponsored 20 volunteer events for our members and corporate partners in states including California, Florida, Georgia, Texas, Montana, Michigan, New Jersey, Tennessee, Washington and Wyoming.
- ▶ Enlisted volunteers to help plant trees in 41 of our forest restoration projects.
- ▶ Engaged more than 1,000 individual volunteers for American Forests-related activities in 2014.



Putting Forests on the National Agenda

- ▶ Involved concerned members and citizens through our online Action Center, rallying thousands of American Forests advocates to send letters to U.S. House and Senate members and senior-level agency leaders regarding our conservation priorities.
- ▶ Advocated for increased funding of priority initiatives including the Conservation Forest Landscape Restoration Program, greening brownfields, protecting national monuments and parks, and protecting and expanding urban forests.
- ▶ Sought solutions to the budgetary constraints on wildfire prevention funding, promoted legislation for habitat adaptation to climate change and for protecting watersheds within our national forests.

Expanding Green Spaces in Urban Areas in the U.S.

- ▶ Expanded our successful Community ReLeaf initiative to eight cities across the country, providing each with urban tree canopy assessments, innovative restoration projects, and outreach resources to improve support for and management of their urban forests. We worked in Asbury Park, N.J.; Atlanta; Austin; Detroit; Miami; Nashville; Pasadena, Calif.; and Washington, D.C.



Spotlighting Our Nation's Biggest Trees

- ▶ Published American Forests Champion Trees national register in the spring and fall, as well as convened working groups to assist with updating the eligible species list and measuring techniques for American Forests Champion Trees.

Educating the Public

- ▶ Continued to expand American Forests public outreach efforts through our daily blog, Loose Leaf; our monthly e-newsletter, Forest Files; the quarterly magazine, *American Forests*; as well as social media, video and website content.
- ▶ Increased our Facebook fans by more than 30 percent; our website traffic by 15 percent; and achieved viewership for our brand new wildlife video of nearly 10,000 views in its first two months.
- ▶ Launched our Forestscapes educational expedition programs, selling out our first expedition to see the monarch butterfly migration in Mexico.



PLANS FOR 2015

In 2015, we have big anniversaries to celebrate and some ambitious benchmarks to achieve. American Forests will commemorate the 140th anniversary of its founding in 1875. Our National Big Tree Program, and with it, the national register of American Forests Champion Trees, marks its 75th. As we close in on our 1,000th reforestation project, Global ReLeaf turns 25, and with your help, this will be the year that we meet the challenge to plant our 50 millionth tree.

None of this would be possible without the loyal support of our members, the significant contributions of our Sequoia Circle members, foundations and federal agency funders, as well as the critically important funding provided by our corporate partners. Together, we are working towards the protection and restoration of the forests in this country and around the world to make a healthy planet for all of us.

- ▶ Plant our 50 millionth tree and undertake our 1,000th reforestation project.
- ▶ Launch a new program to recognize innovation in forest conservation in the U.S. and bring together key government and nonprofit leaders to discuss strategies for expanding forest conservation and protection efforts nationwide.
- ▶ Engage more than 1,000 volunteers in protection and restoration activities across America.
- ▶ Plant at least 25,000 disease-resistant whitebark pine trees in the Greater Yellowstone Area, surpassing our 100,000 tree goal ahead of schedule.
- ▶ Expand our Community ReLeaf program to include 11 cities across the country, adding new activities in Chicago, Hartford and Oakland.
- ▶ Produce a suite of tools for local urban forest leaders, compiling the most innovative and effective urban forest initiatives, policies and management structures as a public resource.
- ▶ Lead Forestscape educational expeditions to the Big Island in Hawaii and to Yellowstone in winter.
- ▶ Develop new efforts to engage youth and to promote sustainable recreation in forests.
- ▶ Increase our membership by an additional 20 percent.



Thanks to all of you. Your support helps protect and restore forests!

The following members made gifts between October 1, 2013 and September 30, 2014.



SEQUOIA CIRCLE
AMERICAN FORESTS

AMERICAN FORESTS' SEQUOIA CIRCLE IS OUR PREEMINENT DONOR COMMUNITY. THESE MEMBERS MAKE GIFTS OF \$1,000 OR MORE ANNUALLY.

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