

# Home Page — Content

## STORIES

!VARIABLE!

Can take newest posts from Current Projects, News, and Reports.

## MISSION STATEMENT

### MISSION

We ensure the sustainability of America's family forests for present and future generations in conjunction with our strategic partners.

## CAMPAIGNS

### Campaigns

JOIN OUR CAMPAIGN!

Help us spread the word to landowners, forest enthusiasts and decision makers to stop the spread of bugs, weeds and diseases that are devastating our forests.

### MILLIONS OF ACRES AT RISK

Most American's don't realize that 58 million forested acres, an area larger than North and South Carolina combined, are at risk of devastation from pests and pathogens.

Not only will forest pests and pathogens adversely affect highly productive, rural forests, but they will also alter cityscapes, eliminating the benefits and services many urban and rural trees provide.

### WHAT CAN YOU DO?

Don't let the pests win! Here are three ways you can help:

Join the Campaign. Help us grow our voice to raise awareness on this important issue and join our Free the Trees Campaign.

Donate to cause. Learn more about how your donation can help save American forests from invasive pests. Then, make a donation today.

Do you own land? There is a lot you can do to fight invasives on your property. To get started, check out our tips on My Land Plan, our website just for woodland owners.

Spread the word! You can help spread the word to stop the spread by sharing this informational brochure with other woodland owners.

## SOCIAL MEDIA & CONTACT

### Social Media Icons

Facebook

Twitter

### Blog

### Email

# About Us — Content

## MISSIONS, VISION, VALUES, & GOALS

### Mission

We ensure the sustainability of America's family forests for present and future generations in conjunction with our strategic partners.

### Vision

AFF is committed to creating a future where North American forests are sustained by the public that understand and values the social, economic, and environmental benefits they provide to our communities, our nation, and the world.

### Values

All American have a stake in the future of our nation's forests.

Forest owners are stewards of vital resources that provide value to their communities, the nation, and the world.

Environmental education enables citizens to learn the skills and gain the knowledge necessary to make informed decisions about our natural resources.

Our success depends on the passion of volunteers and the capacity of state based organizations who share our goals. Likewise, we share responsibility for assuring they have the resources they need to succeed.

### Long-Term Goals

Increase public awareness and understanding of the role that forests and the environment play in our lives, and build the skills and commitment needed to conserve and sustain them.

Develop and advance policies and programs that support conservation, environmental education, and sustainable forests.

Enhance the ecological, social, and economic viability of family forestland ownership.

Increase the number of family forest owners who sustainably manage natural resources.

Support research that fills gaps in our understanding of forest ecology, the socio-economic dimensions of forest ownership and management, and the impact of public policies on forest sustainability

We can't do any of this without the support and commitment of our partners, volunteers, and supporters.

You can play a key role in achieving AFF's vision of healthy forests by reaching out to your elected officials, making a charitable contribution, or subscribing to our newsletter.

## STAFF

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### Board of Trustees

### Education Comittee

### Woodland Committee

### Certification Committee

### Careers

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# What We Do — Content

## WOODLAND OUTREACH

### WOODLAND OUTREACH

Most of America's forests are owned by families, not the federal government and not industry. That's why the American Forest Foundation focuses on family forest owners. Our work with partners in key forested communities is helping to build a robust understanding of how to inspire and engage woodland owners to take actions on their land that will ultimately protect forest values.

#### —UNDERSTANDING WOODLAND OWNERS

Through innovative approaches, AFF offers a better understanding of the values and behaviors of woodland owners so outreach programs can be more effective in reaching woodland owners in ways that matter to them. And, through tools and resources, we can help woodland owners be more active on their land to improve wildlife habitat, protect water quality, and provide wood products our economy needs.

With our partners, we develop programs for the long term to keep woodland owners engaged so that forest values are protected.

Current Center Projects [IMAGE BUCKET SLIDERS?]

Unquestionably, private forest land conservation is critical to the well-being of the nation's woodland heritage and all that it provides- clean water, abundant wildlife habitat, and superlative recreation opportunities. It also underpins the livelihoods of family forest landowners and the economic security of rural communities across the country. Yet most private forest landowners remain unengaged with stewarding their lands- whether from a lack of knowledge or resources. Since 2010, the American Forest Foundation has developed an innovative program to reach these unengaged private landowners.

#### —RESTORING MISSISSIPPI'S PINEY WOODS

American Forest Foundation's is reaching out to landowners in Mississippi's Piney Woods to help improve forest management and restore longleaf pine.

>LEARN MORE

#### —PROTECTING WATERSHED IN WISCONSIN

The forests of Wisconsin's Driftless Area are in crisis, threatened by unplanned development and unsustainable logging practices. A network comprising AFF and other conservation groups is helping landowners use sustainable practices to improve the health of their land.

>LEARN MORE

### Getting to Action on the Ground

Traditional outreach to private forest landowners typically involves sending everyone in a county a flyer, once or twice a year, and with predictable results- 1 or 2% respond. And more often than not, those who do respond are already engaged in managing their land. Our approach, by contrast, seeks to better understand the landowners' needs and values and focuses on building a long-term relationship with them. Using sophisticated tools and approaches, we've shown that by tailoring our outreach to individuals, upwards of 20% respond to our offer of further information. Over time, that translates into thousands more people more actively stewarding their lands. And that, in turn, supports the values we hold for our forests.

## ENVIRONMENTAL EDUCATION

### Environmental Education

The poet W. H. Auden once wrote, "a culture is no better than its woods." As we pass down our culture and values to our children, environmental education is an essential element.

In primary and secondary schools environmental education, especially with an outdoor learning component, has been shown to dramatically improve overall student performance, particularly in science and math, including test scores. Environmental education also helps build "environmental literacy" among the public who will then be more likely to take action to conserve and sustain forests and the environment.

Through its program Project Learning Tree®, The American Forest Foundation has provided one of the nations' widely-used environmental education curriculum in America for over 35 years. More than 500,000 teachers have been trained to use Project Learning Tree curriculum, reaching more than 75 million students.

AFF is also a proud supporter of the No Child Left Inside Act, legislation introduced by Senator Jack Reed of Rhode Island and Congressman John Sarbanes of Maryland to include environmental education as part of a new Elementary and Secondary Education Act.

## ATFS (AMERICAN TREE FARM SYSTEM)

### ATFS

#### [VIDEO](#)

ATFS is the largest and oldest sustainable family woodland system in America, internationally recognized, meeting strict third-party certification standards. ATFS is a program of the American Forest Foundation.

For more than 70 years, ATFS has enhanced the quality of America's woodlands by giving private forest owners the tools they need to keep their forests healthy and productive.

# Partners & Media — Content

## NEWS

### [ IMAGE BUCKET SLIDERS? ]

#### Burson-Marsteller U.S. CEO Michael Law Named to the Board of AFF

AFF is pleased to announce that Michael Law, U.S. CEO of Burson-Marsteller, has been named to the Board of Trustees of the American Forest Foundation. Burson-Marsteller, established in 1953, is a leading global public relations and communications firm.

[>Read More](#)

#### AFF announces climate commitment in conjunction with the White House

Today President Obama announced natural resource-related actions the administration will pursue under the President's Climate Action Plan, which place unprecedented focus on the potential for U.S. forests and forest products to mitigate the effects of climate change.

[>Read More](#)

## REPORTS

### [ IMAGE BUCKET SLIDERS? ]

#### The Impact of Estate Taxes on Forest Stewardship

America is blessed with rich and magnificent forests—and the almost incalculable benefits that those forests bring. We build our homes with timber from Southeastern loblolly pines and western Douglas fir trees. We hunt and hike in the forested valleys of the Great Smokies and the north woods of the Midwest. We drink water that has been cleansed by woodland canopies and roots. American forests also provide more than a million jobs, and harbor thousands of varieties of plants and animals—including many imperiled species.

[>Read More](#)

#### 2012 Forests in the Farm Bill Progress Report

AFF's 2012 Farm Bill Progress Report highlights that forest owner demand for Farm Bill conservation programs continues to increase, and greater participation in these programs improves forest health and resilience to impending threats.

[>Read More](#)

## MEDIA

### HISTORY

Body In 1981, the American Forest Foundation was chartered to perform educational, scientific, and charitable activities of an industry trade association, the American Forest Council (formerly the American Forest Institute) that had been operating since 1932.

AFF was developed to test two new organizational concepts – first, a 501(c)(3) non-profit where groups with diverse agendas could work together on specific, common objectives; and second, a low-risk setting where innovative programs could be tested and then extended.

AFF has two signature programs - The Project Learning Tree® (PLT) and the American Tree Farm System®

Project Learning Tree began in 1976 as a collaboration between the American Forest Institute (AFI), a forest products industry trade association dedicated to improving the management of America's forests and the Western Regional Environmental Education Council (WREEC), a non-profit organization comprised of representatives from state departments of education and natural resources agencies from 13 western states.

In 1982, AFI executed a licensing arrangement with the American Forest Foundation (AFF), which thereby became the co-sponsor with WREEC of PLT. In 1986, AFI was realigned with other industry associations and became the American Forest Council (AFC). In 1993, AFC was realigned with other forest and paper industry associations to form the American Forest & Paper Association. At that time, AFF became a wholly independent, publicly supported, 501(c)(3) non-profit education organization and took over all administration for PLT.

Founded in 1941, the American Tree Farm System (ATFS) is the oldest and largest family forest conservation, certification and advocacy program in the United States. On April 12, 1941, the first "Tree Farm" was dedicated on Weyerhaeuser property in Montesano, Washington.

The concept behind ATFS was simple; promote the sustainable management of forests through education and outreach to family forest owners. The term "Tree Farm" was adopted in 1941 to make it easier for people to understand that trees could be grown as a crop.

Today ATFS reaches nearly 82,000 families owning nearly 24 million acres of forestland. These families are committed to excellence in forest stewardship. Nearly 4,500 foresters and other natural resource professionals work through 44 state committees to work with Tree Farmers to help assist them with their commitment to protecting watersheds and wildlife habitat, conserving soil and, at the same time producing sustainable forest products.

AFF is recognized as a key player in forest conservation, wildlife and watershed protection, ecosystem service markets and environmental education. Its programs annually attract scores of funders and partners – state and Federal agencies, foundations, businesses, other conservation and environmental groups. Since 1993, AFF's programs, budgets and staff have grown more than five-fold. The fact that AFF was a meritorious initiatives grant of \$150 million affirms the reach and impact of its programs, the reputation of its senior professionals, and the power of its vast network of volunteers and cooperators.

### LEGACY

Studies show that environmental education improves student achievement in core subject areas and also makes students more interested in learning overall. What's more, getting kids outside and active promotes a healthy lifestyle that is essential to fighting obesity and reducing symptoms associated with attention deficit disorder, depression, and stress.

However, our forests face a grave threat. Over the next two decades, we will see an unprecedented transfer of private forest land. People who are 75 or older own about 52 million acres of forest (comprising 15 percent of private forest land). Another 170 million acres of private forest (about 60 percent of the privately owned forest) are owned by people age 55 or older.

This aging population of forest owners is forcing many families to liquidate property to pay for medical care, to pay estate taxes, or to provide the next generation immediate capital for other uses. Even in the current economy, real estate values are often times much higher than the value of keeping a forest, forested. The pressure to convert woodlands to other uses is significant. According to many state foresters, the "economic incentive to convert forest lands to non-forest issues must be addressed to have a meaningful effect on the loss of forestlands."

Passing their land onto their heirs is the number one concern of family forest owners. Studies indicate that, unless parents and grandparents work to pass on to their children their deep love of forests and the benefits they provide, the younger generation often views woodlands differently than their elders. In particular, the successor generation is more likely to consider selling the land for development rather than managing it to sustain forests.

AFF is committed to both educating our nation's children about forest benefits and providing family forest owners the resources and advocacy they need to help keep their forests as family treasures.

## WOODLAND MAGAZINE

### [ IMAGE BUCKET SLIDERS? ]

#### Woodland Magazine

A MAGAZINE MEANT FOR YOU!

This full-color quarterly, general interest magazine for woodland owners is designed to inform and inspire.

This new publication is packed with engaging stories, beautiful photos and practical tips for getting the most out of your land.

#### Subscribe

#### Latest Issue

#### FAQS

#### Contact Woodland

#### For Advertisers

# Our Advocacy — Content

## CURRENT POLICY ISSUES

### [ IMAGE BUCKET SLIDERS? ]

#### Current Issues

The American Forest Foundation works on-the-ground with elected officials to promote stewardship and protect our nation's forest heritage. Clean air, clean water, habitat for wildlife, wood for sustainable building, good paying rural jobs, and nature for hiking, hunting and fishing--all come from America's family forests.

#### Forest Invasive Pests and Pathogens

The damage to our communities, our environment, and our economy from invasive species is tremendous. Some estimate the damages at over \$138 billion annually, due to losses in the forest products industry, the tourism and recreation industry, and woodland owner income.

Read AFF's policy solutions to combat this threat.

>Read More

#### Forests in the Farm Bill

The first step to engaging family forest owners in good forest management and long-term stewardship objectives is a solid outreach, education, and technical assistance strategy which can be achieved through participation in USDA Farm Bill conservation programs.

Learn more about AFF's policy solutions for the Farm Bill.

>Read More

## TOOLS & TIPS

#### Advocacy Tools

capitol domeUnderstanding that the world of politics can be both intimidating and confusing, we have produced the following advocacy tools that will help you master communicating with your representatives, visiting Capitol Hill, and understanding the legislative process.

#### What Steps Can You Take to Be an Advocate?

Sign up for our email alerts through the Family Forest Action Network and stay up-to-date on policy issues that impact family-owned forests.

Meet with your elected officials, both state and federal. (Tips for communicating with elected officials.)

Attend an event. Elected officials often host townhall meetings.

Write an article for your local paper.

Stay engaged by writing letters and making calls. The Family Forest Action Network helps to provide you the background information you need.

Give recognition—invite your officials to an event or meeting.

Thank your lawmakers, when they act in support of your issues.

#### —TOP FIVE REASONS YOU SHOULD BE AN ADVOCATE

You can make a difference and...together we can make a bigger difference.

Laws can be changed or improved.

Policy makers need your expertise on forest issues.

Defense is needed too. If you're not at the table you're on the table.

You have a story to share.

—How a Bill Becomes a Law

—Writing to Congress

—Communicating with Congress

—Recess Opportunities

## FORESTS & CLIMATE CHANGE

#### Discover the Forest's Potential

Our forests play a vital role in the carbon cycle, sequestering and storing carbon both in woodlands and forest products. Right now, our nation's forests offset nearly 13% of our total U.S. greenhouse gas emissions--and they could do even more.

#### —THE ROLE PRIVATE FOREST PLAY

Publicly-owned forests are permanent, and and we're not likely to see a significant change in the amount of carbon stored in these woods, save for a natural disaster. Private lands, on the other hand, provide both the greatest challenges and the greatest opportunities. Two-thirds of our forests are privately owned, and these lands should be a significant part of any climate change solution. With the right strategy, we can both protect our current storage benefit and further grow this carbon potential.

#### See the Big Picture

#### How Forests Reduce Climate Change

#### Wildfire & Climate Change

#### Wood Products and Carbon

## WHY FORESTS MATTER

#### ENVIRONMENTAL IMPACTS

Forests safegaurd the air we breathe, the water we drink, and the wildlife we love. Forests:

Prevent Soil Erosion. Forests anchor the ground and intercept water from rainfall and snow, storing it and releasing it slowly. Reduced soil erosion also protects farms, and population centers from avalanches and downstream flooding.

Protect Water Quality. Twenty-five percent of America's water flows from private forests.

Protect Biodiversity. Woodlands are the most diverse ecosystems on land. Worldwide, forests provide habitat for 90 percent of the plant and animal species that live on land. Sixty percent of America's at-risk wildlife rely on private forests.

Reduce Carbon Emissions. Keeping forests healthy offers one of the most immediate solutions to addressing climate change in a cost effective way. Around the world, forests and the soil beneath them absorb about a quarter of all carbon pollution that causes global warming. In the United States, our forests absorb 12 percent of all carbon emissions, and with even better forest stewardship, this could increase to as much as 20 percent. Private forests store more carbon than national forests and continue to help reduce carbon emissions by supplying renewable energy and wood products.

#### STRONG ECONOMIC GROWTH

Throughout our history, America's forests have been a cornerstone of our national well being. For centuries, forests have boosted our economic growth by creating jobs, supplying materials for our homes, schools, communities and businesses.

Forestry and other related industries employ 2.9 million people nationwide

Each 1,000 acres of privately-owned forest creates 8 jobs

Hunters and anglers spend \$76 billion a year, traveling to, and enjoying their hobbies, much of this time spent in forests

More than 90 percent of America's wood products come from private forests.

#### FORESTS AS FILTERS

We all want to live in a world where the air is safe to breathe and the water is clean and healthy, not only for ourselves, but for the next generation. drue maineKeeping forests healthy is one of the best ways to ensure our air and water are clean.Trees are just the opposite. They absorb CO2, water and sunlight to make food and, through the process of photosynthesis, release clean, healthy oxygen that humans can breathe.

Forestland also helps keep our water safe to drink. It absorbs rain, refills underground aquifers, cools and cleanses water, slows storm runoff, and sustains watershed stability and resilience. Investing in forests to protect watersheds also makes good business sense. In fact, every dollar invested in water conservation in the Catskill Mountains - including protecting private forests - avoided \$6 of water treatment infrastructure spending for water that flows to the faucets of New York City.

#### MOST AMERICAN FORESTS ARE PRIVATELY OWNED

More than half (56%) of America's forests are privately owned and managed. Families own 251 million acres. Here are some other facts about private forests in the United States:

#### MAKING FORESTS MORE EFFECTIVE

Trees reduce the amount of CO2 in our atmosphere. In the United States, forests capture about 12% of the total carbon emissions. That number could grow much higher — an estimated 20% — when forest owners use bettermanagement practices such as: view over custer creek

Planting trees

Replanting cut trees or trees damaged by disasters

Lengthening cut rotations

Thinning, weeding, and prescribed fire

#### GOOD FUN & GOOD FOR YOU

Whether you like to bike, hike, bird watch, fish, or simply sit in the shade and collect your thoughts, forests offer a variety of ways for you to enjoy your time in the woods. Plus, forests can enhance your physical and mental health. Family forests offer opportunities for exercise, a place to retreat and relax, and may even provide a way to enhance your memory. As the New York Times reported, according to “a seminal study from the University of Michigan, people can better learn after walking in the woods than after walking on a busy street.”

Many landowners welcome their neighbors, youth, groups, and others to their land for a variety of ecreational activities, including hunting, fishing, snowmobiling, horseback riding, and hiking.

These visitors provide economic benefits and also contribute to the local community by promoting hands-on learning experiences and developing a rural sense of place.

# Donations — Content

## DONATIONS

### DONATE

Login to edit a recurring donation

### SUPPORT AMERICA'S FORESTS!

When you give to the American Forest Foundation, you are ensuring a healthy future for our nation's forests and educating the next generation of Americans about the environmental challenges they will face.

Below, find out how much forested land your donation will help us sustainably manage and how many students your donation will provide with top-notch forest and conservation education.

100% of your contribution goes towards our programs. Nothing goes to administration or overhead.

Choose your donation amount:

- \$ 25 Helps us continue the sustainable management of 94 acres and provides 3 students with top-notch environmental education.
- \$ 50 Helps us continue the sustainable management of 189 acres and provides 7 students with top-notch environmental education.
- \$ 100 Helps us continue the sustainable management of 378 acres and provides 15 students with top-notch environmental education.
- \$ 250 Helps us continue the sustainable management of 944 acres and provides 36 students with top-notch environmental education.
- \$ 500 Helps us continue the sustainable management of 1,889 acres and provides 73 students with top-notch environmental education.

Other

### Payment Information

Please click below to choose your payment method.

Credit/Debit

SUBMIT

If you have a special purpose for your donation, please let us know.

I want my donation to be dedicated:

Please send an acknowledgement to the individual or organization to whom I am dedicating my donation.

### Giving Option

Your donation is securely processed by our nonprofit partner, Network for Good, with a 3% transaction fee to cover credit card fees, bank fees, and other processing costs. Please consider chipping in an additional 3% so 100% of your donation amount goes to us.

Donate 100% - Add 3% so that 100% of the donation goes to American Forest Foundation.

Donate 97% - I understand Network for Good will deduct 3% to cover transaction costs.

>DONATE NOW

>Click for company profile

American Forest Foundation has partnered with Network for Good to securely process your online credit card payment via Network for Good (tax ID 68-0480736). This transaction will appear on your credit card statement as "Network for Good." This transaction is subject to Network for Good's Privacy, Security & Disclosure Statement.

### Legacy Society

You know the value of America's forests. And what better way to preserve your legacy and the legacy of America's forests by joining our Legacy Society today.

Is there a better legacy than clean water, clean air, and abundant wildlife?

You can support future generations of family forest owners and improve the health of the nation's forests through including a bequest to ATFS in your will.

### LANGAUGE FOR GIVING

Here's some sample language to consider inserting into your will:

I give \$\_\_\_\_\_ or \_\_\_\_\_ % of my disposable estate to American Tree Farm System, a program of the American Forest Foundation, EIN 52-1235124, a nonprofit organization, to be used without restrictions or to be used for [specify purpose here].

### MORE INFORMATION

If you have questions or would like more information on planned giving options, contact Melissa Englander, Development Coordinator, at 202-463-2745 or [menglander@forestfoundation.org](mailto:menglander@forestfoundation.org).

### Donations By Mail

[ FORM ]