

**A Year of**

**Growth**



Annual Report 2022





**A Year of** **Diverse** **Growth**

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**Diverse** **Growth**

**Influential**

**Resourceful**

**Innovative**

**Letter from our President  
and CEO**

**Organization**

**Partners and Supporters**

**Financials**





- AMERICAN FORESTS FOCAL LANDSCAPE OR REGION
- 2022 REFORESTATION & RESTORATION PROJECTS
- TREE EQUITY CITY OR REGION
- TREE EQUITY FLAGSHIP CITY
- NEW AMERICAN FORESTS PROGRAM/INITIATIVE
- FOREST COVER

- PLACE-BASED PARTNERSHIPS
- LEADERSHIP & COALITION BUILDING
- LANDSCAPE-SCALE ANALYSIS
- FIELD PROGRAM
- RESTORATION & REFORESTATION
- SEED SUPPLY & NURSERY PIPELINE
- MAJOR RESILIENCE/REFORESTATION STRATEGY
- FOREST CARBON & CLIMATE MITIGATION RESEARCH
- CLIMATE MITIGATION & CARBON FINANCE INNOVATION
- SAVE THE WHITEBARK PINE CAMPAIGN/INITIATIVE
- TREE EQUITY INITIATIVE

## 2022 was the year that American Forests grew by leaps and bounds —



in people, geographical reach, influence and ambition. The year that our decades of engagement in landscapes and communities went further and deeper — from Hawaii to the United Kingdom.

In this, our first ever annual report of this kind, you'll read about urban and rural projects that go far beyond a simple "tree planting" narrative. In places like California and Oregon, we have cracked the code and developed a fully climate- and biodiversity-informed reforestation prescription for the United States, landscape by landscape. Our four-step approach is demonstrating that no matter the location, it's possible to ensure that the trees we plant will survive climate change and support biodiversity conservation. And in doing so, we are helping to protect clean drinking water, outdoor recreation opportunities and clean air.

In the pages that follow, you'll also see heroic efforts that are helping provide life-saving tree cover and community revitalization to cities that have been neglected for too long. You'll learn how American Forests has been at the forefront of some of the most significant climate and infrastructure legislation in history, and how we are using our voice and reach to raise the alarm and highlight solutions to some of our nation's biggest issues, such as the nationwide seed shortage.

At the heart of this are the people and partners who help make it all happen. They are pushing the boundaries of innovation to achieve deeper results and impacts that will last far into the future. These exciting developments would not have occurred without the support, ideas and partnerships from people like you. This phenomenal growth and the resulting success stories are thanks to your steadfast support during these trying times, and we look forward to bringing you many more stories like these in the years to come.

Enjoy!

PUERTO RICO



# Our growth was diverse.



## CALIFORNIA

04.2022

Luis Vidal, who joined American Forests in January 2022, is a central figure in our climate-informed restoration initiatives across California, with a particular focus on addressing the shortage of cone seeds needed to reforest burn scars.



## PEOPLE. PLACES. PROJECTS. PASSION.

In 2022, American Forests expanded our geographical reach with new restoration initiatives and dedicated staff in Hawai'i, the Pacific Northwest and Northern Rockies. Our groundbreaking Tree Equity program debuted in England and established itself in new cities like Richmond, Va., and Indianapolis.

We also grew our project portfolio by boldly addressing the seed shortage crisis, pioneering future carbon financing initiatives, and creating career pathways for low-income communities. And our most important resource — our talented staff — nearly doubled last year, as new team members deployed in landscapes, cities and communities across the U.S.

KAT BARTON / AMERICAN FORESTS





# From Hawai'i to Chicago, Texas to the U.K., we reached more places — and people — than ever before.



“It feels like everything that we’ve been working for in the past decade finally came together in 2022.”

**Ian Leahy**  
Vice President of Urban Forestry

IT’S HARD TO IMAGINE a boy who grew up surfing, diving and fishing in the ocean would follow his dreams off the beach and into the forest, but that’s exactly the path Nick Wilhoite chose. His lifelong obsession to understand our natural environment landed Wilhoite at American Forests in 2022, where he is leading a new program contributing to native forest restoration in Hawai’i. After three decades of project work on the islands, the time was right to open a full-time office, which makes sense given Hawai’i is considered the world’s extinction capital. “The challenges that we face in Hawai’i — such as invasive species and climate change — are complex, and protecting and managing these ecosystems depends on successful collaboration,” Wilhoite says. “Our relationship to ‘āina (land, earth) is paramount, as we are inextricably connected to the health of our forest ecosystems.”

The Hawai’i program is one of three American Forests offices that opened last year to develop landscape-level restoration strategies across thousands of square miles with dozens of partners.

In the Pacific Northwest, newly minted director Brian Morris is implementing the South-Central Oregon Integrated Post-Fire Resilience Strategy, which aims to holistically restore lands burned during recent fires in this dry forest ecosystem. The development of this strategy is a paramount example of the importance and benefits of coordination among wide-ranging partners.

Meanwhile, in the neighboring new Northern Rockies program, we are addressing challenges to the 55 million acres of forests across Idaho, Montana and Wyoming, including protecting whitebark pine, which received a much-needed threatened listing under the Endangered Species Act at the end of 2022.

▲ Members of the Mauna Kea Watershed Alliance walk in the Kanakaleonui Bird Corridor, which American Forests and Salesforce helped reforest to enable endangered songbirds to escape malaria-carrying mosquitoes. American Forests opened a full-time office in Hawai’i in 2022, building on 30 years of helping restore native forests on the islands.

MATT YAMASHITA / AMERICAN FORESTS



## Tree Equity goes global

With support from Salesforce, American Forests is partnering with the Woodland Trust and the Centre for Sustainable Healthcare to bring Tree Equity Score to the U.K. to catalyze investment in the equitable distribution of trees, so all British residents can experience the health, economic and climate benefits that trees provide. Across the U.S., communities have been using Tree Equity Score to set goals, like Tucson’s plan to plant 1 million trees and Las Vegas’ mission to add 60,000 to their sparsely treed desert landscape. It’s not just in big cities either — Weyerhaeuser is supporting the expansion of Tree Equity Score to smaller communities.





**HAWAI'I**

More than 90% of Hawaiian plants and animals occur nowhere else on the planet, including the l'iwi pictured here.

TRENTON J NIEMI / SHUTTERSTOCK



# It was influential.



**DETROIT**  
12.2022

“There’s a feeling of accomplishment, of pride. And I haven’t seen this many smiles from strangers since I’ve been home. People pull over when they see us and just clap.”

**JERMELL COLEMAN**  
Detroit Tree Equity  
Partnership  
FLEX Crew member

In October, American Forests joined the City of Detroit, DTE Energy, Detroit Future City, The Greening of Detroit and an array of other partners to launch our most comprehensive and impactful partnership yet, which will plant 75,000 trees, create more than 300 new jobs and secure \$30 million in investment for Detroit neighborhoods. The Detroit Tree Equity Partnership is a shining example of how our Tree Equity model has become an influential element in the drive for social justice, fueled by a basic desire to ensure all people — regardless of income, color or background — experience the lifesaving benefits of trees.

COKKO SWAIN / AMERICAN FORESTS





# Our voice and influence were heard and felt in cities and forests across America.

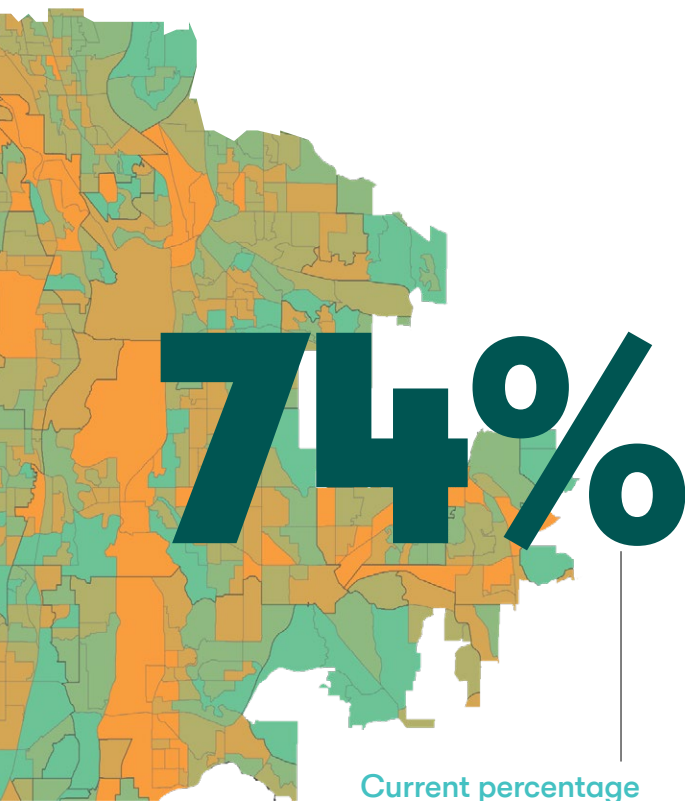
JERMELL COLEMAN remembers that his childhood Detroit neighborhood was once filled with trees — “shady and comfortable” as he describes it. Not a surprise, given that Detroit was once known as the “City of Trees,” with more trees per capita than any other industrial city in the world. His early love of trees saw him often helping the local “Tree Man” trim limbs and branches.

But both the trees and Coleman’s life took different turns over the years. Coleman spent six years in federal prison. And Detroit’s tree cover, which declined rapidly between the 1950s and 1990s, was a shadow of its former glory.

Coleman never forgot the trees of his youth, so after his release in 2022, he participated in The Greening of Detroit’s training program, Detroit Conservation Corps. He had found his calling. Now, he works for the Detroit Tree Equity Partnership’s FLEX Crew, planting as many as 45 trees a day in season and helping Detroit reclaim its “City of Trees” status.

Detroit is the first city to use every aspect of American Forests’ “change model,” incorporating science, data, community engagement, nursery creation, workforce development and innovative finance tools to ensure that trees not only provide health and community benefits but are long lasting and climate-resilient.

“Detroit’s renaissance as a Tree City is providing its residents an improved quality of life and access to training and jobs in urban forestry,” says Eric Candela, who oversees American Forests’ deep-dive flagship Tree Equity initiatives in cities across the country. “The trees are being grown in Detroit and planted in Detroit neighborhoods by Detroit residents. It’s kind of a virtuous circle that keeps all the funding and opportunity in Detroit.”



Current percentage of the U.S. population covered by Tree Equity Score, or over 243 million people.



LARRY DITTO / AMERICAN FORESTS



Gisel Garza, American Forests’ project manager for the Rio Grande Valley, collects fruits of Manzanita (Barbados cherry) for preparation and planting on the Lower Rio Grande Valley National Wildlife Refuge in Texas.

## Seed September highlights the quiet crisis

With the launch of Seed September, American Forests said the quiet part out loud — bringing attention to the shocking lack of seeds, and the workers and nurseries needed to produce them. The campaign marshalled our storytelling ability to highlight the billions of seeds needed to achieve reforestation goals and sparked a much-needed conversation. “From cone collection efforts to save the whitebark pine in Idaho to the launch of our California Cone Corps, one authentic story after another resonated with people across the country,” says Brian Kittler, American Forests’ vice president of forest restoration.



A forest in your hands





# It was resourceful.



## RIO GRANDE VALLEY

12.2022

Billions of dollars in new federal funding that American Forests helped secure will benefit tree planting efforts, such as this community-led initiative in the Rio Grande Valley of Texas.



On Aug. 16, American Forests' years of hard work paid off as President Biden signed the Inflation Reduction Act into law. Together with the Bipartisan Infrastructure Law, Congress has now directed a whopping \$568 billion to tackle climate change, \$14.1 billion of which is earmarked for forestry in cities and across public lands. This is the largest and most comprehensive investment for forest-climate solutions in U.S. history, and we helped make it happen.

ABEL RIOJAS PHOTOGRAPHY/AMERICAN FORESTS





## Our advocacy and leadership helped secure new resources for forests.

AMERICAN FORESTS led the forest-climate community to build support for the Inflation Reduction Act and the inclusion of the REPLANT Act within the Bipartisan Infrastructure Law, and to send a clear message about the central role forests play in combating climate change and addressing social inequities.

On large landscapes, the federal funding will support wildfire prevention and recovery tactics, such as controlled burns and post-fire restoration, and promote sustainable land stewardship and climate-smart forestry. American Forests estimates that the funding in these laws can help plant, maintain and protect 3.2 billion trees, protect and restore 14.4 million acres of forest, and capture and store 322 million tons of CO<sub>2</sub> equivalent in our forests and forest products by 2030. That's like taking more than 69 million cars off the road each year.

The Inflation Reduction Act is also a juggernaut for Tree Equity, allocating \$1.5 billion for the U.S. Forest Service's Urban and Community Forestry Program in support of expanding tree planting, maintenance and workforce development. Tree Equity is a life-or-death issue in many American cities with inadequate tree cover, especially in underserved communities that are most at-risk to suffer the worst effects of extreme heat, increased pollution and other climate impacts.

"This funding will go directly where it's needed most and will empower communities to create their own locally focused programs to increase tree cover and cool their neighborhoods," says Tiffany Mrotek, American Forests' director of Career Pathways. "It will create thousands of jobs and training programs, and truly bring people together around a shared passion of trees and social justice."

Joel Pannell, American Forests' vice president of urban forest policy, also marvels at the seismic, long-lasting impact of this legislation and funding: "The passage of the Inflation Reduction Act creates a once-in-a-lifetime opportunity for the federal government to partner with local communities — at the needed scale — to truly transform neighborhoods experiencing the greatest disparities when it comes to the impacts of climate, health and economic indicators."

The 2022 Inflation Reduction Act, when combined with the 2021 Bipartisan Infrastructure Law, will:

create **322,000** green jobs

plant & protect **3.2 billion** trees across **14.4 million** acres



Joel Pannell, American Forests' vice president of urban forest policy, participates in a Zyrtec-sponsored volunteer planting in Washington, D.C. in October 2022. Pannell believes the injection of billions of dollars of new funding into urban forestry will have a major impact on community health and Tree Equity.

RIGHT: BRYAN DOZIER / AMERICAN FORESTS; BELOW: MICHAEL JENNINGS / AMERICAN FORESTS



### Phoenix invests in "cool corridors" to beat the heat

Inspired by American Forests' Tree Equity movement, Phoenix has its first "cool corridor" thanks to a major Tree Equity commitment by the Mayor and City Council, budgeting \$6 million for urban tree planting with support from American Forests' technical experts and partners like Salesforce and Bank of America. In April 2022, volunteers planted 259 trees next to Cesar

Chavez Park in downtown Phoenix, where summer temperatures average 103 degrees Fahrenheit and are projected to reach 114 degrees this century, seriously impacting community cohesion, health and childhood socialization. The city's Tree Equity goal is to plant 20 miles of cool corridors each year to support walking, biking and outdoor activities across the city.





**PHOENIX**

04.2022

“With American Forests and private sector partners, we’re proud to prioritize investment in low-income and heat-vulnerable neighborhoods. Cool corridors model the vision for Tree Equity and serve students, public transit riders and pedestrians to make our city safer and more comfortable.”

**KATE GALLEGO**  
Phoenix Mayor

MICHAEL JENNINGS / AMERICAN FORESTS



# It was innovative.



## OREGON

10.2022

A planting crew member prepares to replant a section of Santiam State Forest that was severely burned in the 2020 Beachie Creek Fire. American Forests and partners are implementing a groundbreaking post-fire restoration strategy covering 250,000 acres in South Central Oregon.

Across the West, fires are burning hotter, larger and more frequently. In Oregon's Klamath and Lake Counties alone, wild-fires have consumed more than 650,000 acres — about the size of Rhode Island — in the past five years. While some fire is beneficial, the eight-fold increase in high-severity fires seriously impacts the ability of forests to naturally regenerate and produce seeds for human-assisted replanting. We have now “cracked the code” on how to address this, and many other threats to forests across America, by writing an innovative climate and nature-positive recipe for landscapes from Hawai'i to Oregon to California to Texas.

ANDREW STUDER / AMERICAN FORESTS





# Our groundbreaking approaches revitalized fire-scarred landscapes and urban tree cover.

THE MASSIVE CHANGES in our fire regimes and their dramatic impact on large landscapes mean we need to re-think how we approach post-fire restoration, with innovation at its core.

Cue South-Central Oregon's sprawling, ambitious recipe for restoration that could serve as a national model for how states recover from catastrophic wildfires. The challenge is staggering, with nearly 250,000 acres of South-Central Oregon forests needing reforestation, about 500,000 acres needing fuel treatments, and 586 miles of potential fuel breaks identified. The cost of post-fire restoration in the region is over \$500 million and will require sustained commitment over time, but this investment will make this landscape more resilient to climate change and wildfire in the future.

This paradigm shift, which American Forests helped develop, involves collaborating with public, private and nonprofit stakeholders to develop a holistic approach to forest recovery with a mix of reforestation, fuel management and fuel breaks. The plan crosses jurisdictions and land types, and uses climate-smart reforestation techniques throughout. And it addresses the dramatic lack of seeds and necessary workforce required for success.

Two burning questions drive these strategies, says Libby Pansing, American Forests' director of forest and restoration science: "Are we planting trees that will survive climate change, and are they the right trees to support ecosystem services?" This restoration recipe can be customized and replicated anywhere, she adds. "Whether it's the thornforests of the Rio Grande Valley or California forests, we are pushing the envelope of innovation, and sharing what we've learned with others around the world."

For the Oregon strategy, Pansing and her colleagues worked closely with state and local officials, including Amy Markus, who works on the Fremont-Winema National Forest for the Forest Service. "There are many challenges ahead of us to properly reforest our wildfire footprint," says Markus. "But with American Forests' innovative Integrated Post-Fire Resilience Strategy, we are now well positioned to build creative partnerships to overcome these challenges and succeed in implementing reforestation and fuels reduction at landscape scales and across ownership boundaries."

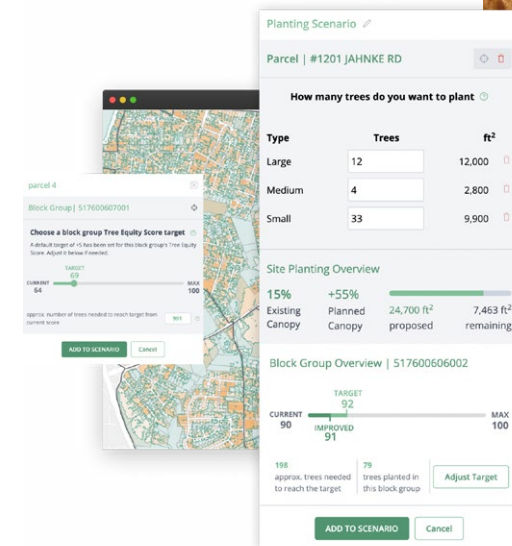


By the time they're 50 years old, the forests we planted in 2022 will have stored nearly 1.9 million metric tons of CO<sub>2</sub> equivalent in their roots, stems and trunks. This is equivalent to the emissions from burning 209 million gallons of gasoline, or the annual emissions from the energy use in 234,000 American homes.



ANDREW STUBER / AMERICAN FORESTS

After refilling his bags with Douglas-fir saplings, a planting crew member makes his way into Santiam State Forest. The South Central Oregon Integrated Post-Fire Resilience Strategy aims to restore 250,000 acres burned in six recent fires in and around the Upper Klamath basin.



## Tree Equity Score Analyzer crunches the data for communities

Our innovative Tree Equity Score Analyzer has seen dramatic uptake in cities and communities across the country, says Chris David, American Forests' vice president of GIS and data science. "The tool makes it possible for anyone, regardless of technical knowledge, to scope out different tree planting scenarios and implement targeted projects that align with local, climate, health and economic goals," he notes. In Richmond, Va., and Boston, David's team worked with local stakeholders to co-create web-based applications specific to each city, and are now working in communities from Ruston, La., to greater Washington, D.C., to expand its use.





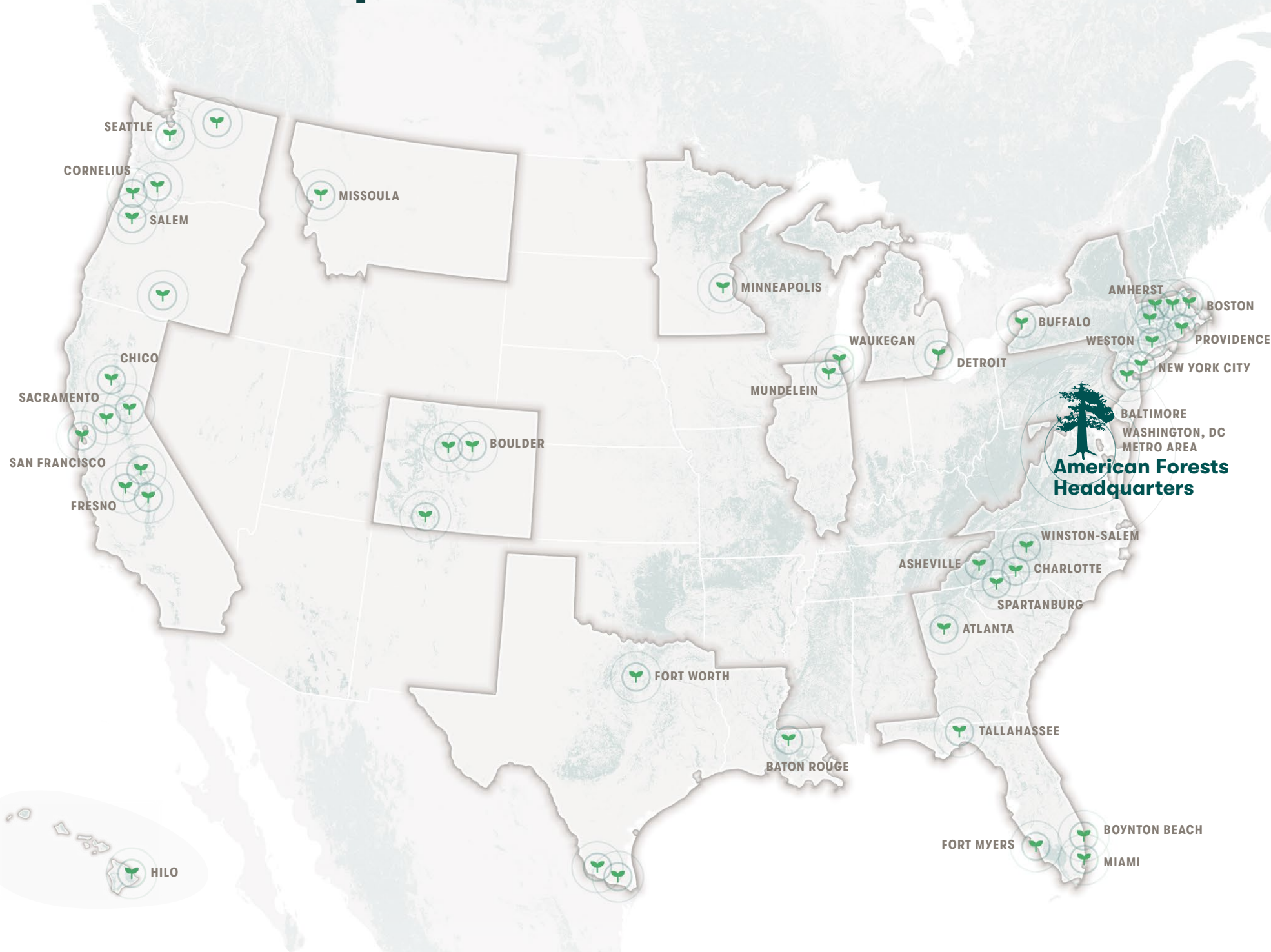
**MONTANA**

09.2022

Malissa Cadwallader, American Forests' director of philanthropy operations, entered this stunning photo of Glacier National Park's Hidden Lake in the annual staff photo contest. American Forests recently opened a full-time office in the Northern Rockies to restore high-elevation forests.



# Our organization grew...in staff, in expertise, in locations.

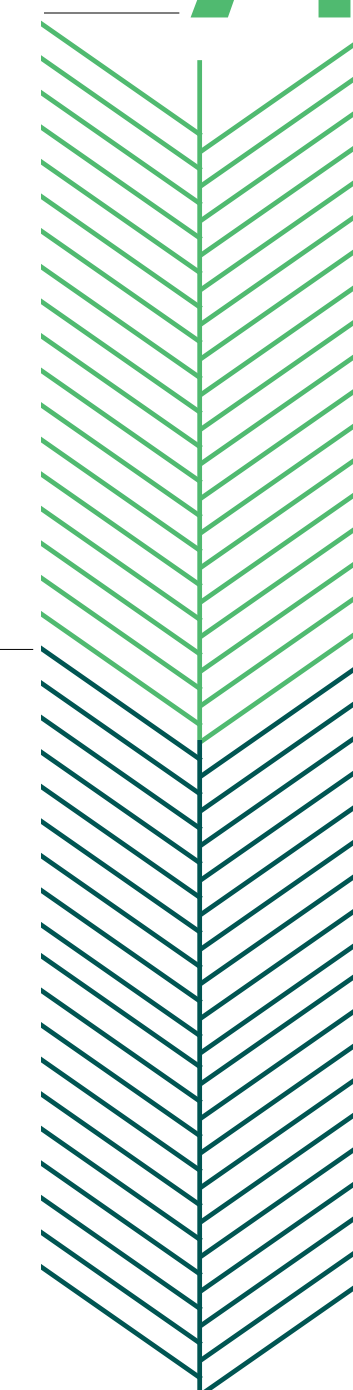


No. of employees at the end of 2022

**74**

No. of employees at the end of 2021

**38**



## Management Team

- |                                                                   |                                                                         |
|-------------------------------------------------------------------|-------------------------------------------------------------------------|
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| <b>Benita Hussain</b><br>Special Advisor to the President and CEO | <b>Ian Leahy</b><br>Vice President of Urban Forestry                    |
| <b>Peter Hutchins</b><br>Chief Operations Officer                 | <b>Helen McIntosh</b><br>Vice President of Human Resources              |
| <b>Rebecca Turner</b><br>Chief Strategy Officer                   | <b>Christine Moreschi</b><br>Vice President of Finance                  |
| <b>Chris David</b><br>Vice President of GIS and Data Science      | <b>Joel O. Pannell</b><br>Vice President of Urban Forest Policy         |
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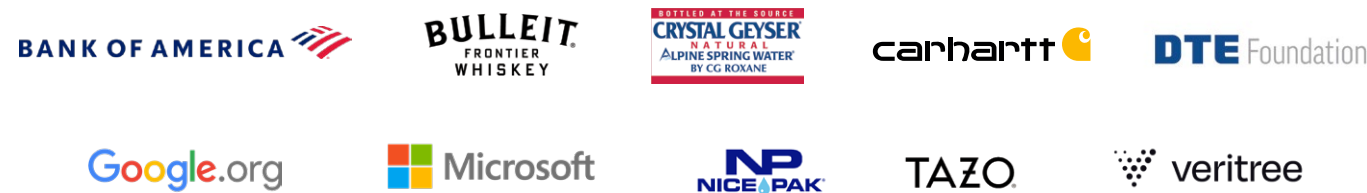


# Our powerful partnerships grew deeper and more impactful.

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## Our Sequoia Circle expanded with more supporters making a bigger difference.

The work of American Forests is made possible by the generosity of thousands of donors. Listed below are those who have contributed \$1,000+ between Oct. 1, 2021 and Dec. 31, 2022.

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Blake and Dorothy Cadly	Helen Kay Easton	Douglas Golann	Robert Keeley and Peggy Driscoll	Caryl McHarney	Prospettiva Financial	Sustainable Solutions Corporation	Joan Woods
W. Sheldon Campbell	EcoLawn SB	The Goodman Family	Karen Kehoe	Andrew McLaren	Karen and Thomas Quigley	Julia Swain	Naichia Yang
J. Martin Carlson	Brendon Edgar	David and Brianna Grant	Virginia and John Kibre	Douglas Dodds McSpadden	Rapaport Family Charitable Trust	Bill and Lisa Sykes	Beverly Yeager
Geoff and Mary Carlson	Campbell Edlund	GreenCircle Certified, LLC	Douglas Kinney	Bradley and Jennifer Meeker	Pamela Read	Sylvan Capital Advisors	John Zapp
Carol Carpenter	C. Lennart Ehn and Ginger Lew	James and Sharon Grier	Marjorie Klayman	Margaret Mehicic	Todd Reinking	Agnes Tam	
Tiia Carswell	Scott Elderkin and Kathleen Walsh	Laura Grossman	Lori Knerr	Paul Meier	James Richardson and Susan Lynch	Pamela Tate	
Scott and Edie Catlin	Adam Elghazzawi	Richard Grossman	James Knowles	Lawrence Mellick		Margaretta Taylor	
Prabs Chawla	Jeffrey and Audrey Elliott	Josephine Hadlock-King		Frederick Meyer and Laura Knutson			



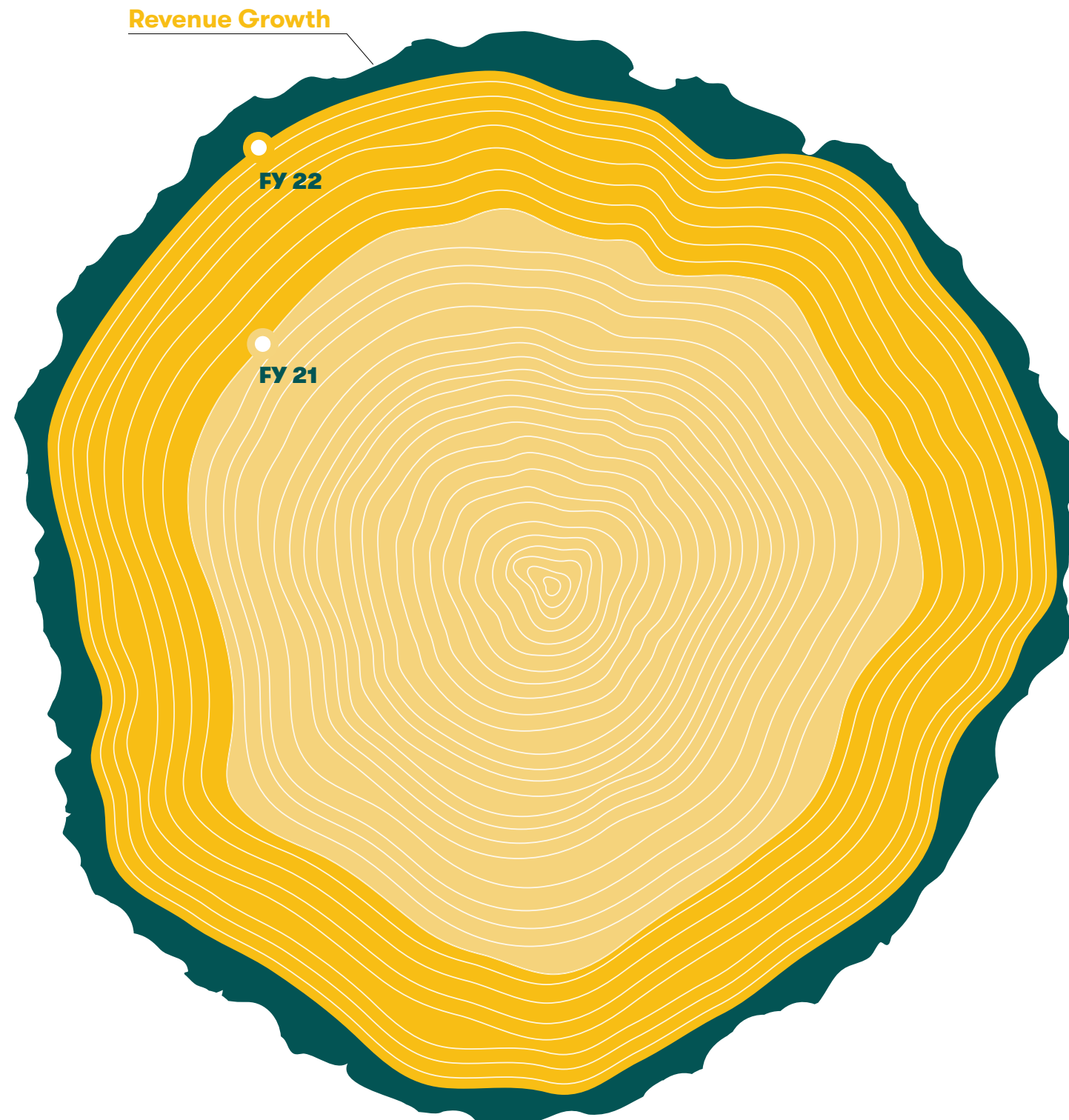
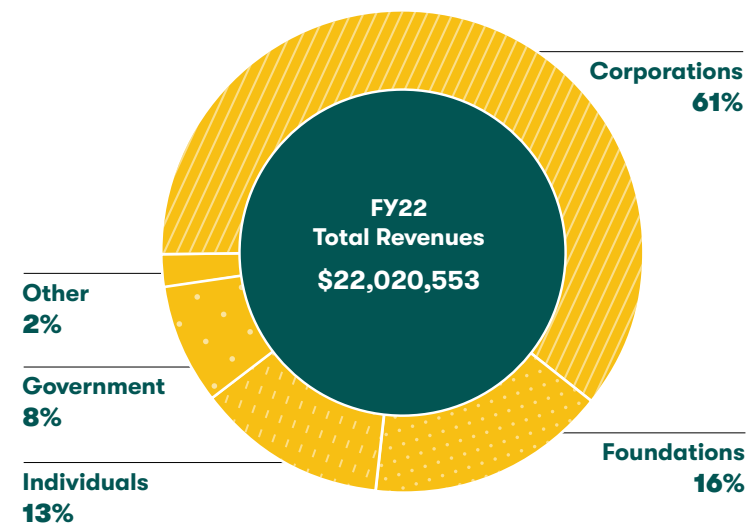
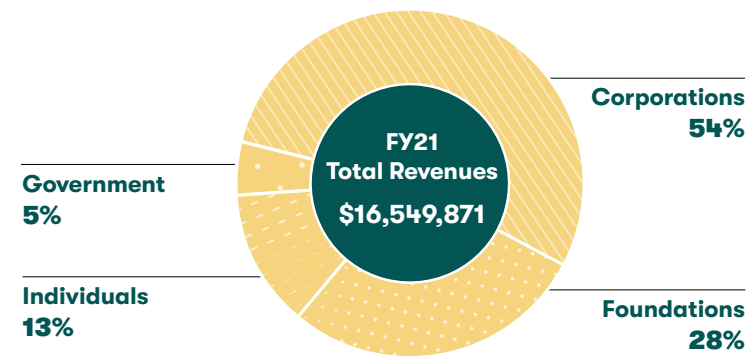


The success stories reflected in this annual report would not be possible without our amazing partners and supporters from all across the country.

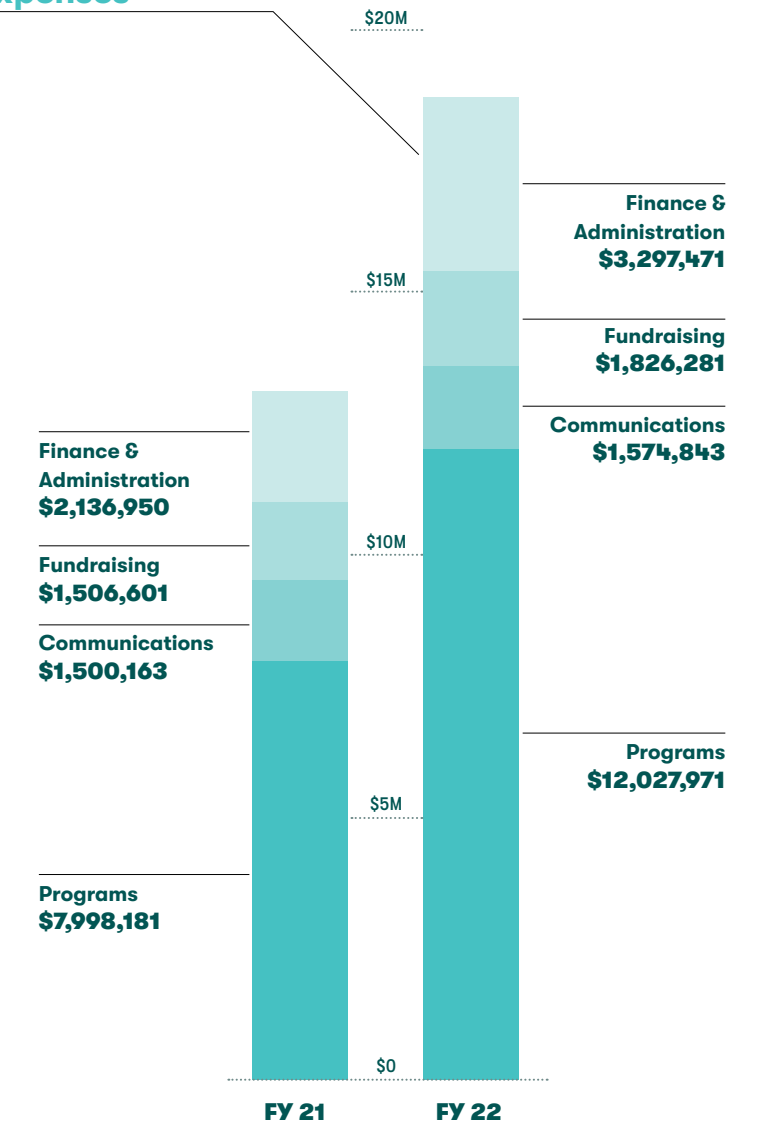


# Principal sources of revenue grew by 42.5%.

During Fiscal Year 2022 (10/1/2021 through 9/30/2022), American Forests experienced significant growth in its principal sources of revenues, including individual contributions, corporate partnerships, foundation grants and government contracts. Support for our mission-driven work came from across the country and ranged from monthly donations of \$5 to ambitious partnerships at the \$1M+ level.



## Expenses



While expenses overall kept pace with the growth in revenues, our investments in programming costs related to reforestation, Tree Equity and policy increased by just over 50%.

More detailed information on the finances of American Forests can be found in our audited financial statements, which are available via our website at [www.americanforests.org/our-financial-accountability/](http://www.americanforests.org/our-financial-accountability/).

Updated financial information as of May 2024.





**Thank you for  
helping make  
2022 a year of  
monumental growth  
and impact for  
American Forests.**







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