



Digging Deep Together



THIS PAGE, FRONT AND BACK COVER: MIKAYLA HEINEN / AMERICAN FORESTS

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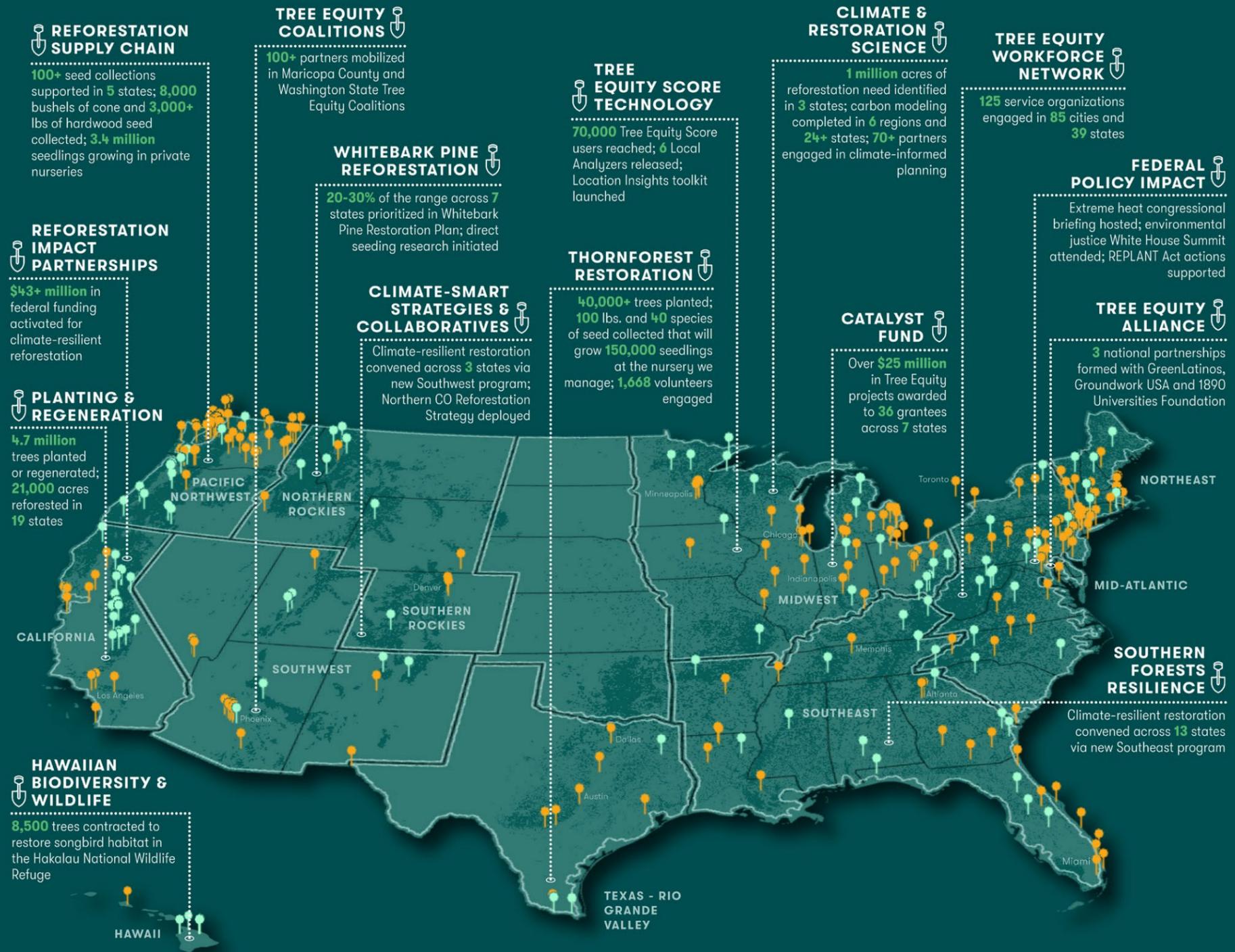
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2024 was the year we dug deep together, generating an impact far greater than the sum of our collective parts.

AMERICAN FORESTS' 2024 accomplishments represent many measures of success — from seeds collected to trees planted to networks created. We took our recent momentum and dug deeper into the science-led, partnership-driven, large-scale impact work that propels our mission forward. And, we did it *together*.

We led the U.S. Forest Service in developing a 10-year plan for REPLANT Act implementation. Digging deep into transformative partnerships and with the support of our donors — leaning into using REPLANT Act funding — together we celebrated the largest year of reforestation on national forests in decades, seeing over 240,000 acres reforested!

Through innovative partnerships — and support from our generous donors and partners — we developed and implemented new research and science-backed solutions for a climate-resilient future. We created and improved tools, like our Tree Equity Score, and provided coaching and technical assistance to help cities build pathways to achieving equitable tree canopy in unprecedented ways.

We deepened our movement by building and facilitating powerful peer-to-peer Tree Equity connections in places like Maricopa County, Ariz., and Washington State through place-based partnerships and coalitions like our Tree Equity Workforce Network. We engaged federal policymakers and led advocacy efforts to ensure continued support for our neighborhoods and landscapes through bold investments in reforestation and resilience.

None of this would have been possible without your generosity. Now, the need for unity and collaboration has never been greater. It will take all of us — federal, state and local partnerships, nonprofits, foundations, businesses, and individuals — digging deep together to meet the challenges ahead. Your steadfast support is what drives our mission forward. Thank you for being an essential part of our shared success.

Jad Daley III
Jad Daley President and CEO

Ara Erickson
Ara Erickson Chair, Board of Directors

Partnering Together

Each landscape, forest, city and neighborhood is unique, making it imperative that the approach to restoration and resiliency is uniquely tailored. This is why American Forests focuses on place-based partnerships. By bringing everyone to the table, we are able to unify around a shared mission and dig deeper toward tangible outcomes for each specific need.

In 2024, we transformed landscapes from the Pacific Northwest and California to the Northern Rockies and Texas' Rio Grande Valley. And throughout our cities, we formed alliances and networks with national and local entities that bring diverse sectors and voices together to advance Tree Equity.

▶ PLANTING TREES AND AMPLIFYING OUR MISSION WITH TRAVELERS

In 2024, Travelers and American Forests celebrated a remarkable milestone: Surpassing 5 million trees planted or conserved across 18 U.S. states and Canada during our six-year partnership. Travelers has expanded their current commitment to fund the planting or conservation of up to 10 million trees by 2030 — one for every personal insurance billing account that switches to paperless.



Did you know?

Trees can communicate and support one another through their root systems. Just as roots help to sustain a forest, collaborative partnerships were the sustenance for our impact and success in 2024.



SCOTT LOWDEN / AMERICAN FORESTS



Partnerships were key to digging deep and scaling impact across large landscapes to generate future resiliency.

In 2024, our **Tree Equity Workforce Network** expanded representation to 85 cities in 39 states and reached

140+

members

spanning a diversity of sectors, including:

- 87 nonprofit organizations
- 20 state agencies
- 19 municipal agencies
- 12 private entities
- 5 higher education institutions



IN 2024, our cross-boundary, cross-sector collaboration advanced landscape-scale reforestation efforts throughout forests nationwide. We partnered to implement our post-fire resilience strategy for south central Oregon, the result of a collective effort with the Forest Service, public and private landowners, and local Tribes. Across the western United States, we engaged Tribal Nations in new ways to prescribe and implement management activities to improve forest health and resilience, even creating new American Forests staff positions for Tribal relations. We focused on widespread future resiliency by prioritizing seed collection and nursery operations across numerous landscapes, including historic cone collection efforts in California and the Pacific Northwest, partnering in New Mexico on nursery development and supporting the opening of a greenhouse in Montana. Our regional staff and experts took over management of the Marinoff Nursery in Texas' Rio Grande Valley. Our fruitful partnerships with the private nursery industry grew more than 2 million seedlings for public lands.

In addition to success in tactical implementation and logistical operations, we dug deep into research and strategic planning for future resiliency through the creation of reforestation plans. We developed a study transforming how California thinks about its forests and their role in combatting climate change. We advanced regional studies focusing on reforestation need and strategy in the Pacific Northwest and northern Colorado. We finalized a restoration plan for saving the whitebark pine, a keystone species whose range covers much of the western U.S., and deployed a field ecology program focused on whitebark pine restoration in our national parks.

Not only do these efforts provide immediate impact across vast landscapes, but they are sowing the seeds for future resiliency for generations to come. This success was years in the making, with collaboration and partnerships as the linchpin.



NICK GRIER / AMERICAN FORESTS

American Forests worked with partners, such as Collins Pine Company, Alpine Forestry, the U.S. Forest Service and Oregon Department of Forestry, to implement our landscape-scale reforestation strategy for south central Oregon with notable success. We helped identify priority areas for reforestation, re-build a dwindled seed supply through increased coordination yielding the largest cone collection in 30 years, and garnered national attention for our work in the region on CBS Evening News.

Unifying a voice for Tree Equity

Last year, we dug deeper into expanding a holistic approach to Tree Equity, focusing on fostering strategic partnerships and growing networks of national and local organizations to expand our reach across the country. Our Tree Equity Alliance created a unifying voice across allied sectors to tear down barriers and create new, easier paths to achieving Tree Equity.





ADVANCING TREE EQUITY WITH GREEN COLUMBUS AND GOOGLE.ORG

American Forests teamed up with Green Columbus, Google.org and community members to plant trees on the Columbus Africentric Early College High School campus. The event celebrated the launch of the Columbus and Franklin County, OH Tree Equity Score Analyzer application. The tool, launched in March 2024, allows for advanced prioritization for tree-planting efforts, scenario planning and impact reporting to assist users in improving Tree Equity Scores on a site-by-site basis.

MIKAYLA HEINER / AMERICAN FORESTS



SUPPORTERS' WORDS

“I support American Forests because they work holistically to bring the power of trees to everyone — whether in urban communities, by restoring forests and through dedicated policy efforts. I hope others are inspired to give to American Forests today because we’re all stronger when working as a community — just like forests are the collective of individual trees.”

Karen Kocher
American Forests Donor



ANDREW STUBER / AMERICAN FORESTS

RESTORING FORESTS FOR CLEAN WATER WITH THE COCA-COLA FOUNDATION

In California, American Forests partnered with The Coca-Cola Foundation to help restore 1,700 acres in Eldorado National Forest burned by the 2021 Caldor Fire. As part of broader reforestation efforts through our REPLANT initiative, our partnership supported watershed replenishment, providing over 175,000 people downstream with clean water, by planting seedlings, stewarding recently planted trees and collecting cones to reforest the area and create a more resilient landscape.



Innovating Together

American Forests believes our strategies for large-scale reforestation and urban canopy expansion must keep pace with our changing climate and strengthen the forestry field. This is why American Forests digs deep into innovation. Whether prescribing climate-smart techniques — like direct seeding, carbon modeling or assisted migration — or supporting genome sequencing research, our approach to forest health is always science-led.

We also incubate new, data-rich tools — as well as improve existing ones — to help cities prioritize planning and planting trees in neighborhoods that need them most.

NURTURING TREES AND CULTIVATING CAREERS WITH NESPRESSO

Nespresso and American Forests teamed up in 2024 to support the Greenbelt Native Plant Center in Staten Island, N.Y. Our partnership used an innovative approach to grow seedlings and fund internships for individuals starting careers in urban forestry or transitioning into the field.



Did you know?

Elements within a leaf adjust as the seasons change, resulting in a variation of foliage colors throughout the year. Just as these elements shift as the weather fluctuates, American Forests continually innovates and implements science-backed, climate-smart solutions to restore forests and urban canopies that can adapt to a changing climate.



ALEXSANDR WATSON / AMERICAN FORESTS

Innovation drove new opportunities to dig deep on forest health through pivotal support in the Northern Rockies and Pacific Northwest.

“Our support to save the whitebark pine reflects our belief in bold, science-driven action to protect biodiversity and sustain ecosystems. American Forests has brought nothing but expertise to this innovative effort, giving us full confidence that our support is in the right hands. What began as a grant has evolved into a powerful partnership — one grounded in our shared belief that a healthy planet is essential to healthy lives.”

Sarah Emola
Director of ESG Programs and
Life Time Foundation, Life Time



THROUGHOUT 2024 with indispensable support from our partners, American Forests implemented science-led advancements across landscapes spanning the western U.S. In the Northern Rockies, our innovative approach helped move the needle on efforts to save the whitebark pine. Through partnerships with the Whitebark Pine Ecosystem Foundation and the University of California, Berkeley, we supported whitebark pine DNA sequencing research to help identify whitebark pine that contain natural resistance to disease, such as white pine blister rust which has decimated populations across the species' range. By shortening the time it takes to identify disease resistance, we are accelerating the pace for saving the whitebark pine by potentially making restoration 10 times quicker and 10 times more cost-efficient. We also embraced an innovative approach to restoring this iconic species by establishing joint American Forests and National Park Service positions dedicated to whitebark pine restoration and advancing our national restoration plan.

This work would not have been possible without the catalytic support of our partners. Last year, a generous grant from the Life Time Foundation supported two ecologists working to restore whitebark pine across the West. A portion of the grant also funded the Whitebark Pine Genome Project. As a foundational partner, the M.J. Murdock Charitable Trust played a critical role in launching American Forests' Northern Rockies program, with their instrumental support helping to establish it in 2022.

We also saw our collaborative and innovative efforts come together to produce results that will help restore fire-scarred landscapes across south central Oregon. By innovatively rethinking how seedling locations are selected and applying insights from our collaborative reforestation strategy, geneticists identified the most suitable seedlings and planted them in the high-priority areas identified for restoration. By continually adapting and innovating as the threats to our forests shift, we remain nimble and develop new ways to ensure forests are resilient for generations to come.



ABOVE: COLIN WANN / NRCC; INSET: GLACIER NP

▲ Nancy Bockino, whitebark pine ecologist with the Northern Rockies Conservation Cooperative, led a crew throughout three California national parks in 2024 — Yosemite, Sequoia and Kings Canyon — to support American Forests' efforts to collect cones and needles from healthy whitebark pine. The needles were sent to researchers for testing as part of the Whitebark Pine Genome Project.



Improving tools to analyze tree canopy

In 2024, American Forests launched an upgrade to our Tree Equity Score tool: Location Insights. This interactive toolkit shares fresh insights and never-before-seen canopy metrics for over 12,000 cities and towns. Cities are using it to advocate for and plan canopy expansion, as well as understand disparities and communicate the benefits of new and existing canopy. We also launched six new Tree Equity Score Analyzers, including three in Texas for Austin, Dallas and Houston; one in Columbus & Franklin County, Ohio; one in Indianapolis & Marion County, Ind.; and our first international analyzer in Toronto, Ontario.



EXPANDING TREE COVER IN PHOENIX WITH SALESFORCE

In cities across the U.S., striking disparities in tree cover affect how residents experience extreme heat. In Phoenix, a neighborhood with a Tree Equity Score of 92 (left) experienced surface temperatures nearly 5 degrees Fahrenheit cooler than a south Phoenix neighborhood with a score of 63 (right). Last year, American Forests strengthened our Tree Equity work in Phoenix through local partnerships and generous support from donors like Salesforce, whose contributions are helping expand Tree Equity in Phoenix and beyond.

RICK D'ELIA / AMERICAN FORESTS



SUPPORTERS' WORDS

“I am proud to represent Deloitte on the board of American Forests. Each of us strive to bring innovative solutions that nurture and advance forests and urban canopies to create resilient and healthy communities.”

Nes Parker

Principal, Deloitte Consulting LLP

Innovating a holistic partnership with Deloitte

To further amplify Tree Equity and American Forests' role as a leader in the resilience and sustainability space, Deloitte hosted a panel at Climate Week NYC 2024 on the topic of how emerging leaders can help create sustainable solutions, which included speakers such as Principal at Deloitte Consulting LLP and American Forests Board Member, Nes Parker, and American Forests Tree Equity Ambassador, Jerome Foster.



ANDREW STUDER / AMERICAN FORESTS

PIONEERING AN INNOVATIVE APPROACH TO RESILIENT REFORESTATION

In collaboration with the Forest Service and regional partners, American Forests expanded an initiative to provide Tribal Nations and private landowners access to financial and technical support for climate-resilient reforestation. This initiative will support reforestation education, planning, implementation and monitoring assistance to help these forest stewards navigate and participate in emerging private markets for climate, water and biodiversity benefits. By unlocking non-traditional funding sources, the initiative will accelerate the pace and scale of reforestation, delivering climate, ecological, social and cultural benefits.



Building Together



Did you know?

The structure of a cone protects a conifer's seeds until the time is right for them to be dispersed. In the same way, American Forests and its partners are nurturing a movement — one that, like those seeds, will take root and grow, shaping the future of our forests for generations to come.

American Forests builds movements to inspire and empower collective action for large-scale impact. Last year, “Tree Equity” entered the lexicon and was embraced as a critical part of the urban forestry field. From grassroots engagement through our Catalyst Fund to advocacy efforts on Capitol Hill and the White House, we guided cities and policymakers on how to make Tree Equity a reality and reinforced its role in advancing climate and environmental justice. And, on large landscapes, we coordinated collective reforestation through our REPLANT initiative and fostered a movement to educate, train and deploy foresters to collect the cones needed for future resiliency.

COORDINATING A CALIFORNIA CONE COLLECTION MOVEMENT WITH AGENCY PARTNERS

After concerted focus on coordination, education and workforce development, in fall 2024, American Forests, the Forest Service, the California Department of Forestry and Fire Protection (CALFIRE), and other partners collected 11,330 bushels of cones, enough to grow around 57 million seedlings and fuel the movement to restore California's fire-scarred forests.



ANDREW STUBER / AMERICAN FORESTS



Our movement-building Catalyst Fund took national investment and dug deep into on-the-ground success.



Seeding the Forests of Tomorrow, Together

8,000 bushels of cones collected in Western states

3,000+ pounds of hardwood seed collected in Tennessee and Texas

100+ seed collection events supported on federal public lands

6 national forests scouted for future seed collection

520,000+ acres of future forests can now be grown from seeds collected

WHEN AMERICAN FORESTS first created the term Tree Equity, we dreamed of it being more than just a concept. We wanted to lead and mobilize a movement of cities, frontline advocates and national allies to address the disparities in tree cover in American cities. Last year, American Forests played a critical leadership role in the Tree Equity movement. 2024 was the year we went from teaching “what” Tree Equity is and “why” it matters to digging deep into “how” cities can make Tree Equity a reality through funding, tools, workforce development, advocacy and on-the-ground support. Our Tree Equity Catalyst Fund is one of the most pivotal ways in which we did so. In 2023, American Forests received \$50 million in catalytic funding from the Forest Service to support Tree Equity. In 2024, we put those dollars into action.

Last year, American Forests invested over \$25 million into our first round of Catalyst Fund grantees, including 33 municipalities and three community-based organizations across the Midwest and Northeast, helping them establish and grow Tree Equity programs in their communities. The awards supported initiatives from early-stage efforts to large-scale, established projects, ranging from workforce and nursery development to reforestation to community engagement. This funding is now directly supporting communities like Albany, N.Y., in ensuring all people experience the benefits of trees by helping cities advocate for, plant and steward trees where they are most needed.

We also launched a request for proposals to award another \$12 million to faith-based and environmental justice organizations. By extending funding and technical assistance to frontline community- and faith-based organizations, the Catalyst Fund is supporting these trusted community anchors to drive this work forward through their deep connections to the specific needs of their local communities.

It is only by working together that we can expand access to the life-saving environmental and health benefits trees provide while creating jobs, strengthening essential infrastructure and helping communities become more resilient.



This past year, American Forests, alongside U.S. Representatives Ruben Gallego (D-AZ, now Senator) and Bonnie Watson (D-NJ), hosted a Congressional briefing on extreme heat to educate federal policymakers about the importance of cooling cities with urban tree planting and ensuring continued support for Tree Equity for their local constituents.

ABOVE: LEE POSTON / AMERICAN FORESTS; RIGHT: LEON VILLAGOMEZ / AMERICAN FORESTS



Building a collective reforestation movement for future resiliency

American Forests, the Forest Service and CALFIRE continued to strategically collaborate to address challenges to post-burn reforestation on public and private lands through the Reforestation Pipeline Partnership, work for which American Forests earned the distinguished 2024 CALFIRE Directors Award. To address both workforce and seed supply challenges, through the California Cone Corps we collectively trained 25 technicians to improve the scale of reforestation and hosted six Cone Camps, training over 175 Californians on everything from cone surveying and collection to seed saving.

SUPPORTERS' WORDS

“American Forests is an irreplaceable leader and voice for forests, inspiring collective action to drive meaningful change for people and the planet. Their advocacy, grassroots engagement, and large-scale reforestation efforts are creating real, lasting progress toward climate resilience and healthy, biodiverse forests. We are proud to support their visionary leadership in creating a greener, more equitable future for all.”

Sacha Spector, Ph.D.
Program Director for the
Environment, Doris Duke Foundation



ADVOCATING FOR LIFE-SAVING INFRASTRUCTURE WITH THE TREE EQUITY ALLIANCE

Tree Equity Alliance members presented on a panel at Climate Week NYC 2024 titled “Tree Equity: Investing in the Economy of America’s Life-Saving Infrastructure.” Panelists included Benita Hussain, American Forests’ chief program officer of Tree Equity; Mark Magaña, founding president and CEO for GreenLatinos; Cate Mingoya-LaFortune, chief officer of climate resilience and land use for Groundwork USA; and Antonio McLaren, vice president for program innovation and implementation for the 1890 Universities Foundation. The Alliance advocates for equitable tree canopy in communities and pools the funding, community engagement, federal and local policy efforts, and planning expertise of its partners.

LAURA PEDRICK PHOTOGRAPHY



**ENGAGING A
COMMUNITY AND
INSPIRING THE
NEXT GENERATION**

In Texas' Rio Grande Valley, American Forests and its partners continued to build a movement that will impact the region's native thornforest conservation efforts for decades to come. In 2024, the Rio Reforestation planting event saw its greatest turnout and success by engaging the community and its future generation of land stewards, tallying more than 1,600 volunteers — including more than 700 students — to plant over 15,000 seedlings across 10 acres in a single day.

JEREMY INGLES JR. / AMERICAN FORESTS

SUPPORTERS' WORDS

“Real progress happens when we focus on what we share in common — when conservation groups, communities and land stewards work together.”

Paul Boynton

Board Member, American Forests



[READ MORE](#)

Discussing stewardship, shared values and the power of partnership with Paul Boynton

With decades of leadership in the forest sector and a personal connection to land that spans generations, American Forests Board Member Paul Boynton brings a deeply rooted perspective to conservation.

He’s helped protect thousands of acres along Georgia’s Altamaha River, worked with First Nations communities in Canada to balance habitat and harvest, and manages his own 180-year-old family farm in northwest Ohio — still home to the original farmhouse and a legacy of long-term thinking.

Through it all, Paul has seen firsthand how the most durable solutions come from partnership: listening, collaborating and focusing on shared goals. In a Q&A, Paul reflects on his values, his early influences and why the future of forests — and climate solutions — depends on working together.

Leadership Team

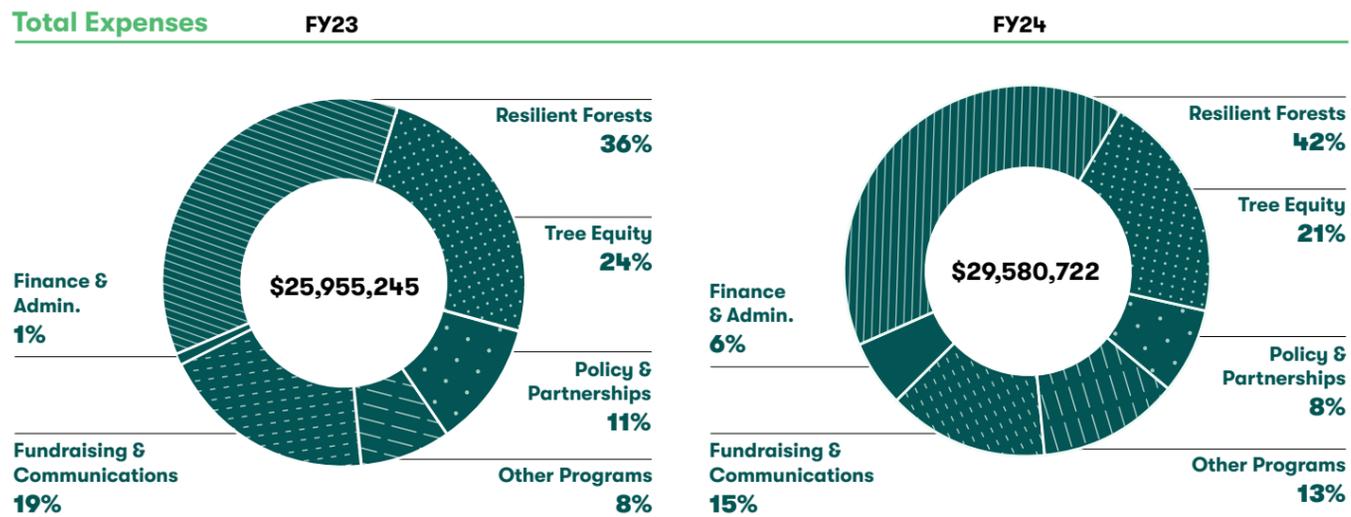
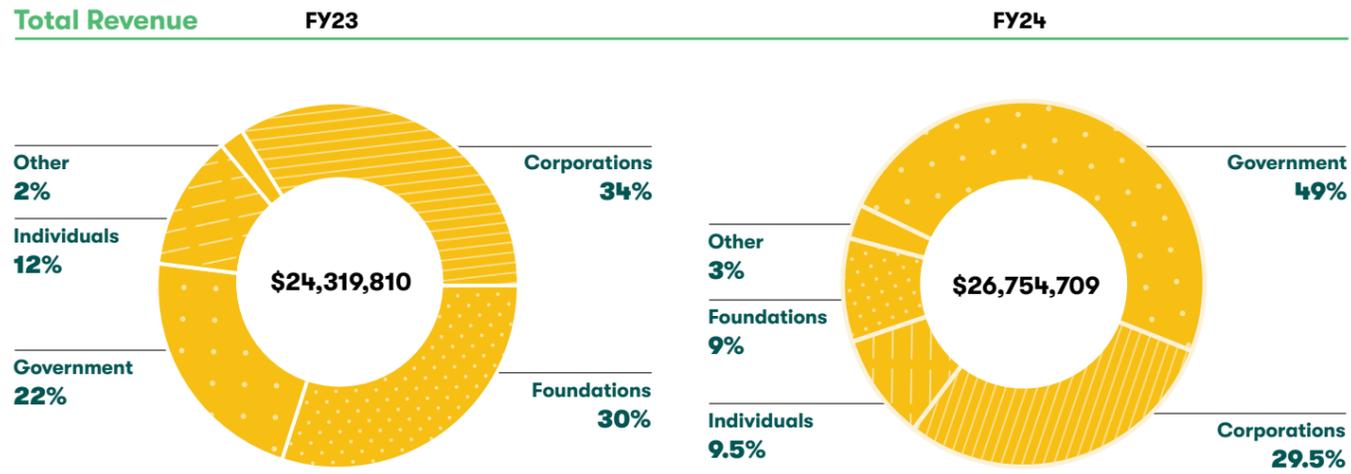
- Jad Daley**
President and Chief Executive Officer
- Benita Hussain**
Chief Program Officer, Tree Equity
- Peter Hutchins**
Chief Operating Officer
- Stephanie Johnson**
Interim Chief Financial Officer
- Brian Kittler**
Chief Program Officer, Resilient Forests
- Molly Pickall**
Chief Philanthropy Officer
- Nancy Rew**
Chief Marketing Officer
- Rebecca Turner**
Chief Policy and Partnerships Officer
- Chris David**
Vice President, GIS and Data Science
- Britta Dyer**
Vice President, Resilient Forests
- Helen McIntosh**
Vice President, Human Resources
- Joel O. Pannell**
Vice President, Urban Forests Policy

Board of Directors

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<i>Vice Chair</i>
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<i>Treasurer</i>
Office Environments & Services | Nes Parker
Deloitte Consulting |

*Lists as of December 2024

American Forests is committed to transparency and the responsible stewardship of the resources entrusted to us. The following financial summary reflects our revenue and expenses for the fiscal year ending September 30, 2024.



*Updated financial information as of May 2025



JEREMY INGLES JR. / AMERICAN FORESTS

[See our full 2024 financial reports](#)
[FY2024 Audit Report](#)

Our impact was made possible by digging deep together.

AMERICAN FORESTS' transformative work throughout 2024 was made possible through the support of our governmental and institutional partners, thousands of donors, including generous members of our Sequoia Circle with annual gifts of \$1,000 or more, and loyal supporters who have chosen to make forests part of their legacy for future generations through our Evergreen Society. Thank you for your invaluable support!

Corporate Partners



Lead Partners

- | | | |
|----------------------------|---------------------------------|------------------------|
| AES | Flagstar Bank | Nestle Nespresso USA |
| American Tower Corporation | Fuego Holdings LLC: Attic Salt | Pentair Foundation |
| Arconic Foundation | GreenFi | REI Co-op |
| Arhaus, LLC | H.E. Butt Grocery Company (HEB) | SAP |
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| CubeSmart Self Storage | Microsoft | Weyerhaeuser |



Together, Clif Bar and American Forests have dug deep into a holistic partnership that has generated a lasting impact for forest landscapes.

20
years
of partnership

80
projects
supported across 16 states
and 3 countries

1M+
trees
planted

2,000+
acres
restored

136,000+
pounds of pollution
eventually filtered each year

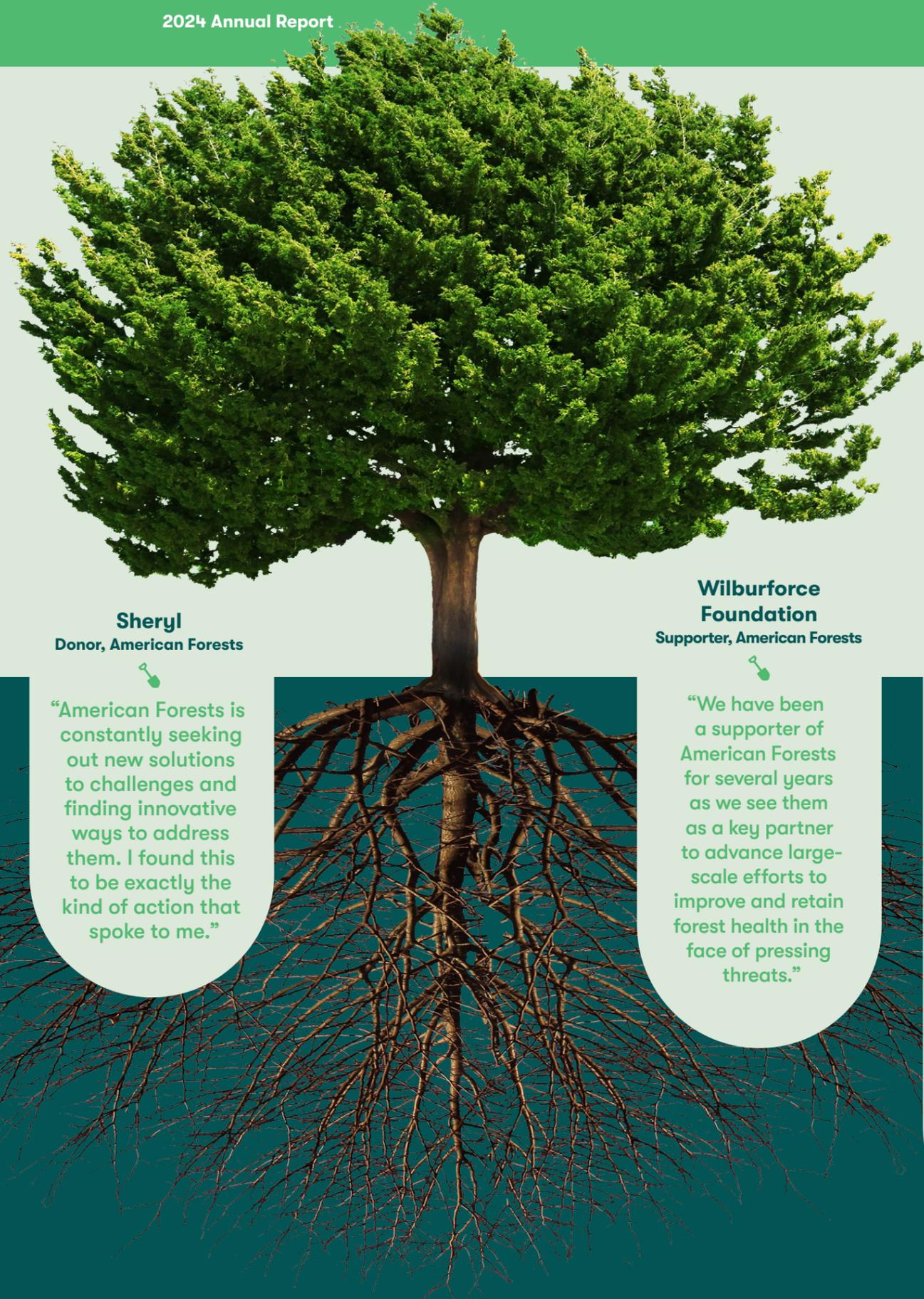
Our partnership has planted more than trees, Clif Bar has helped us plant *ideas* through

- Cause Marketing
- Employee Engagement
- Custom Marketing
- Thought Leadership

WHAT'S NEXT?

Clif Bar has invested in supporting American Forests' wildfire restoration efforts through a three-year commitment to our REPLANT initiative with the Forest Service, which aims to kick off the largest post-wildfire effort on national forest lands in recent history.

Why our supporters chose to dig deep with American Forests.



Ken Ohashi
CEO, Eddie Bauer



“At Eddie Bauer, we believe the outdoors is for everyone — and protecting it is part of our legacy. Through our longstanding partnership with American Forests, we’ve helped plant millions of trees and restore critical ecosystems across North America. This work is essential to fighting climate change and ensuring future generations can enjoy the wild places we all love.”

Alicia Harvie
Head of Community & Government Affairs, REI Co-op



“The team at American Forests are true visionaries in advancing healthy forests for everyone. At REI, we have been honored to join them in community-driven Tree Equity programming, storytelling that amplifies the healing power of our forests, and working together to secure critical reforestation policies that deliver potent climate wins while bolstering individual health and community well-being. American Forests represents a rare mixture of thought leadership on the global stage, while staying anchored in learning from and following the lead of local communities. We are honored to count them among our closest partners here at the co-op.”

Sheryl
Donor, American Forests



“American Forests is constantly seeking out new solutions to challenges and finding innovative ways to address them. I found this to be exactly the kind of action that spoke to me.”

Wilburforce Foundation
Supporter, American Forests



“We have been a supporter of American Forests for several years as we see them as a key partner to advance large-scale efforts to improve and retain forest health in the face of pressing threats.”

Orlando Cazarez
CEO, Arizona Sustainability Alliance



“Our partnership with American Forests has been transformative. Together, we’re not just planting trees — we’re planting equity, resilience and hope in communities that need it most. As a nonprofit leader, I deeply value the data-driven tools, mapping systems and shared learning spaces that American Forests offers. Our jointly led Urban Forestry Roundtable is a prime example of how collaboration fuels real change — empowering frontline communities, advancing Tree Equity, and giving local stakeholders and community members the agency to be part of the solution. Partnerships like ours prove that we go further when we grow together.”

Johannah Rogers
Global Brand Director, Diageo North America



“Bulleit Frontier Whiskey has a long history of designing programs and developing partnerships that have a positive impact on people and the planet. As we remain focused on protecting our natural resources and supporting local communities, we know we cannot do it alone, which is why we’re excited to collaborate with partners who share our mission. Our work with American Forests will make a difference by raising national awareness for the critical need for Tree Equity and will support the communities in which we operate.”

Help us dig even deeper together in 2025.

JOIN US



TOM KOENIG / AMERICAN FORESTS



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