



Annual Report 2023



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Board list current as of 9/4/2024

Dear NFF Supporters,

As you'll see on the following pages, thanks to you, the National Forest Foundation made incredible accomplishments in our 2023 fiscal year. Collaboration and partnership are at the heart of the work we do, and our success relies on a collective commitment and united vision for healthy and vibrant National Forests and Grasslands. I am proud to share this success with you.

Our growth as an organization has been accompanied by an increase in our capacity to make progress on the ground. The NFF is poised to evolve to a higher level of leadership and impact in the conservation space.

As part of this evolution, I will be stepping down as President & CEO. I am grateful to have led the NFF on this journey for the past seven years, which have seen institutional improvements, greater conservation impact, and community building.

I know the future is bright for the NFF. The next CEO will lead the creation and implementation of the NFF's next multi-year strategic plan aimed at combating the threats of climate change, uncontrolled forest fires, and the strain on infrastructure from 160 million visitors each year. The work will not be easy, and the NFF will continue to need your help.

Thank you for your partnership and support. I hope you'll continue this journey with the NFF as the organization grows and evolves to meet the needs of National Forests and Grasslands and ensure their future.



With gratitude,
Mary Mitsos
President & CEO

To the NFF Community,

As we celebrate the achievements of our fiscal year 2023, it is also a time for us to celebrate the leadership of our CEO, Mary Mitsos. After 23 years at the National Forest Foundation, serving the last seven as CEO, Mary will be leaving the NFF later this year.

Mary's tenure has been one defined by growth. Under her guidance as CEO, revenue has grown by more than 250%, and the number of staff has quadrupled to more than 130. This growth has had a profound impact on our ability to accomplish more. In FY2024, we'll put over \$80 million directly into projects—that's double what we accomplished last year and eight times more than just five years ago.

Mary leaves the organization stronger and more focused, ready to take the next steps towards playing an even bigger role in ensuring the conservation, accessibility, and enjoyment of National Forests and Grasslands. We are grateful for her leadership and dedication over the years and wish her the best in her next pursuit.



Sincerely,
Rob Leary
Chair, Board of Directors

FY2023 Conservation Results

\$30,855,776 Total Conservation Value

Photo: Thomas Fletcher



172,949 Volunteer Hours

5,442 Youth Engaged

Photo: USFS



Miles of Trailwork **3,114**

Photo: Eryn Allen



8,652 Acres of wildfire resilience improvements

Photo: USDA

Collectively the NFF issued 311 grants or contracts in FY2023. Not including tree planting, we invested \$22,052,524 in federal and private funds, which we leveraged with \$8,803,252 in partner-raised funds for a total conservation value of \$30,855,776.

We continue towards the goal of healthy forests. We are working quickly to extend our reach and ability to restore more acres and complete more projects. Thanks to our donors and partners, our work supports a changing climate and protects our water supply for the future.



Photo: Eli Smith

Above: Sometimes nature just needs a helping hand. To help the headwaters of the mighty Colorado River, we built beaver dam analogs along Trail Creek on the Gunnison National Forest. This type of low-tech, process-based restoration offers a simple way to support this important ecosystem.

Right: Near Hope, Alaska, Resurrection Creek has welcomed salmon back to its waters. After decades of mining altered the landscape, the NFF has worked closely with the Chugach National Forest and local partners to restore this breathtaking waterway.

Below: Prescribed burning on the Tahoe National Forest, where fire has always been part of the natural landscape, and many forests have adapted to and need fire to remain healthy. While high-severity wildfires pose extreme risk to forest ecosystems, low to moderate-intensity fires can play a key role in keeping those same ecosystems healthy by reducing understory density and returning nutrients to the soil.

As wildfires continue to grow in intensity, we know they don't respect land boundaries. In Central Colorado, we are utilizing a unique funding model to implement wildfire mitigation projects on public and private lands. The Upper Arkansas Forest Fund supports a healthy landscape beyond the surrounding National Forest.



Photo: James Anderson



Photo: USFS

On Montana's Lolo National Forest, we planted nearly 100,000 trees to help the landscape recover after the 2017 Rice Ridge wildfire. The fire burned more than 100,000 acres of the National Forest, and these trees will help the area be more resilient towards a changing climate.



Photo: Dave Gardner Creative

As more people visit and enjoy National Forests, we're ensuring that these forests can support recreation opportunities for all. With the help of our donors and partners, we're installing new signage, building additional restroom facilities, restoring damaged campgrounds, and more.



This page: Offering stunning views of Kenai Lake and the surrounding Kenai Mountains, the easily accessible Trail River Cabin has been completed and is open for visitors to come and experience the beauty of the Chugach National Forest. This cabin is just one of many slated to be built and renovated across Alaska's National Forests in what is the single largest expansion of public use cabins in Alaska in over 50 years.

Right: The trail circling Trillium Lake, an iconic destination on the Mt. Hood National Forest, has several new sections of boardwalk thanks to the work of the NFF and our many partners. Construction wrapped up in the fall of 2023 on seven new segments of boardwalk that traverse through meadows and marshy areas on this popular hike. Visitors can marvel at the views of Mt. Hood from many platforms along the boardwalk, which was also constructed wider than previous boardwalks for improved accessibility.



As a part of a larger plan to manage recreation resources more sustainably in Chaffee County Colorado, volunteers gathered for a day of installing site posts and cleaning up fire rings at an overly popular dispersed camping area with the goal of encouraging campers to use designated roads, preferred camp spots, and cut down on the amount of new roads and campsites that are created.



Photo: Dale Fehr

We are introducing new people to National Forests and deepening the connection for those who already know and cherish these places. Through digital channels and in-person events, we're growing the community of forest stewards.

Above: In July 2023 we encouraged nature lovers to activate "Forest Mode" and celebrate National Forest Week™ with us. With in-person gatherings and online messages, we continued to connect people to National Forests through this annual celebration.



Photo: Starlina Clares

Above: Working on providing Los Angeles County youth from high park need communities, the NFF's Field Ranger Program focuses on providing individuals with hands-on conservation experience and career exploration into recreation management, environmental education, habitat restoration, hydrology, wildlife biology, and more!

Right and below: In its third year, the Mission Mountains Youth Crew, made up of eight high school students led by two crew leads from the Salish Kootenai College, spent eight weeks working on Forest Service and tribally-managed lands on and around the Flathead Reservation exploring career pathways in natural resources.



Photo: Alex Kim



Photo: Alex Kim



Photo: NFF

Left: Over 130 riders came out to the Highline Trail just outside of Payson, Arizona, to take part in the unique “poker run” event, where riders received seven playing cards at designated pit stops along the trail to create a five-card poker hand. Once back at the starting point, the top poker hands win a prize! All the proceeds from registration went directly toward the Highline Trail Restoration Initiative, which will boast over 60 miles of continuous singletrack stretching along the base of the Mogollon Rim upon completion.



We convened the Idaho Panhandle Forest Collaborative for a site visit to Priest Lake to discuss future projects with the Forest Service.



The Wood for Life program provided critical firewood for Indigenous communities, including the Navajo Nation.



Volunteers removed over 250 pounds of invasive weeds and planted native grasses on the Unita-Wasatch-Cache National Forest as a part of the Ski Conservation Fund.



In the popular Red Rocks Ranger District of the Coconino National Forest, we created designated camping areas to protect the landscape from overuse.

Additional Project Highlights



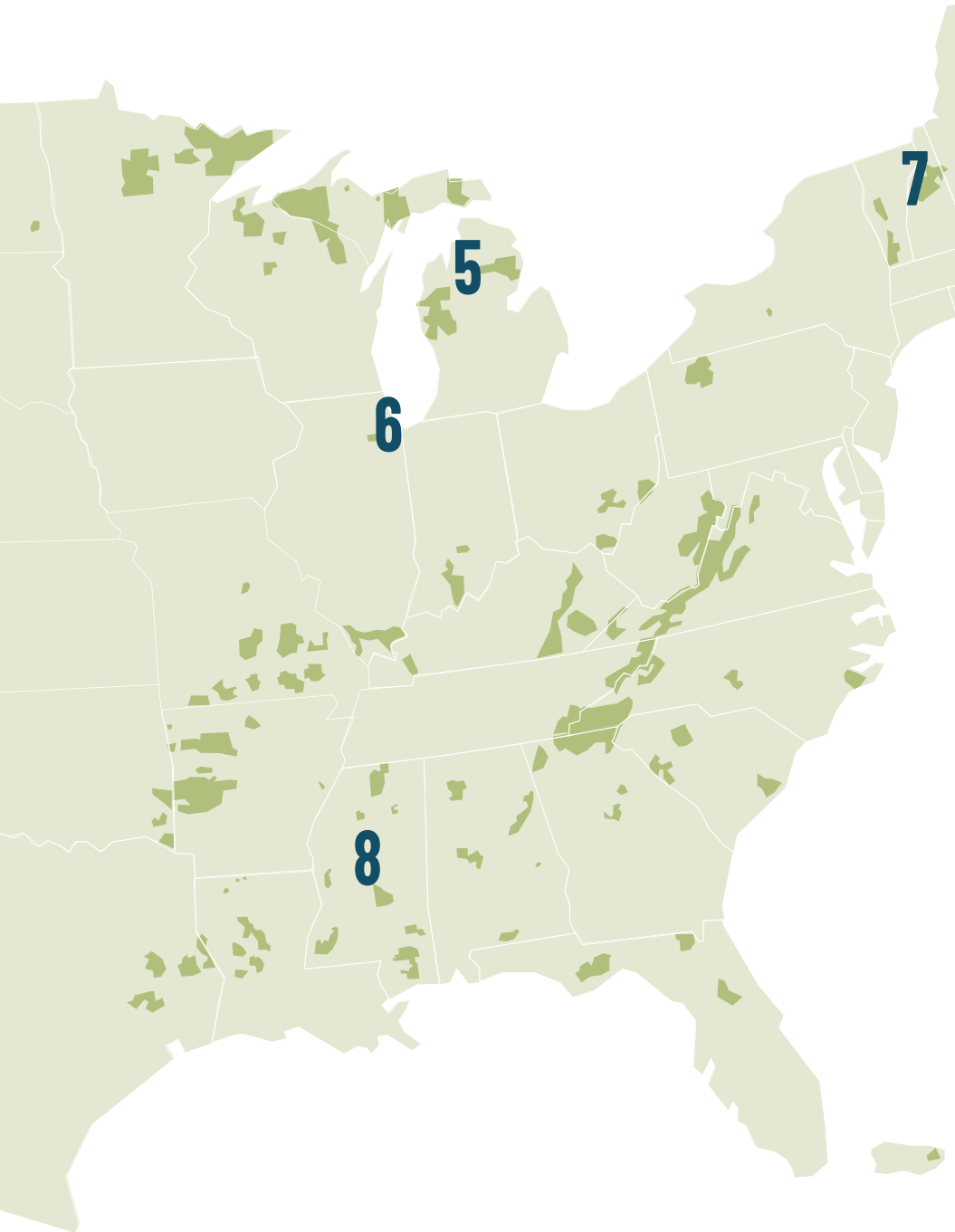
Photos: 1. Woods Wheatcraft, 2. Matthew Podolinsky, 3. USFS, 4. left: Joe Kurlle, right: Todd Middleton



We planted 586,000 trees on Michigan's Huron-Manistee National Forest to provide habitat for the Endangered Kirtland's Warbler.



Youth from Chicago spent time at Midewin National Tallgrass Prairie, learning about and giving back to public lands.



Youth from the Groundwork Rhode Island Crew performed trail rehabilitation on popular trails on New Hampshire's White Mountain National Forest.



We planted over 200,000 longleaf pine seedlings on National Forests in Mississippi as part of the Longleaf Alliance, which is helping restore the species across the Southeast.

DONORS

Individuals and Organizations

\$1M+

California Department of Forestry & Fire Protection (CAL FIRE)
California Wildlife Conservation Board
Coconino County
State of California

\$500,000 - \$999,999

Chaffee County

\$100,000 - \$499,999

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Photo: Emily Lord

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\$1M+

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Caudalie USA
Crown Family Philanthropies
Dobi & Associates
Edgerton Foundation
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Sunrun
Swire Coca-Cola, USA
TC Energy
The Coca-Cola Company
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Verizon
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Gunnison/Crested Butte Tourism Association
Halliburton
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Olam USA
Planet Home Lending
PTJ Operations
Snowbird Resort LLC
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The Dale Kutnick & Laura Gordon Kutnick Foundation, Inc.
The Nature Conservancy
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\$25,000 - \$49,999

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iGPS Logistics
Jack Henry & Associates
Jackson Hole Resort Lodging
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Kemmerer Family Foundation
National Grid Renewables
Powdr Corporation
Presidio Brands, dba Every Man Jack
Southwest Airlines
The Friese Foundation
The Vail Corporation
Yamaha Motor Corporation, USA

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AAON
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Arizona Snowbowl
Arizona Sportsmen for Wildlife Conservation
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ConocoPhillips Alaska
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Dreamstyle Remodeling
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Eleven
Endangered Species Chocolate
Estes Express Lines
EvoQue Group, LLC

Clear Design d.b.a. CBI Group
First Evangelical Lutheran Church
Gates Family Foundation
GiantMouse
Gipson Family Foundation
Gleason Leary Foundation
goodr, LLC
Hecla Charitable Foundation
High Stakes Foundation
HITT Contracting, Inc.
Ignik Outdoors
igus, Inc.
Interstate Companies
Jackery Inc.
Jordan & Andrea Lott Foundation
Kaiyo
Kind Heart Free Spirit Foundation
Kirkpatrick Family Fund
Kuat Innovations, LLC
Lake Quinault Lodge
Lands' End
LevGo
Litco International Inc.
Living Wellness Partners dba Buddha Teas
Logikcull
MagnaFlow
Mars Foundation
MasterBrand Cabinets
MBIA Foundation
Mighty Arrow Family Foundation
Mt. Emmons Mining Company c/o Freeport-McMoRan
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Nintendo of America Inc.
NitroFill
Novolex Holdings, LLC
onX Maps
Outside Magazine
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Paul Hastings, LLP
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Plov & Hearsh
Public Lands Stores (Dick's Sporting Goods)
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Purgatory Resort
R. Dudley Harrington Jr. Charitable Foundation
Robertson Family Foundation
Rocky Mountain Conservancy
Rolls Royce Solutions of America
Science Care
Sidney Federal Credit Union
Skamania Lodge
Ski Santa Fe
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Solo
Sonepar USA
Steans Family Foundation

Storm Guard Franchise Systems, LLC
Tahoe Fund
Terra Teak and Garden
Thayer Distribution
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The Global Improvement Group
The Harder Foundation
The Landmark Project
The Longhill Charitable Foundation
The Southern Arizona Hiking Club
The Trinchera Blanca Foundation, LLC
Thoughts Delivered, LLC DBA PlantMemorialTree.com
TreeNewal, LLC
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Walrus Oil
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Grey Matter Concepts
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KOA Charitable Trust
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Rim Country Mountain Bike Association
River Run Owners Association
Rocky Mountain Elk Foundation
SCP Distributors, LLC
SCS Engineers
Snowshoe Mountain
Spottswode Estate
Vineyard & Winery
Sterling Investment Management, LLC
Stratton-Klinger
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Taos Ski Valley Foundation
The Allyn Foundation
The Great Alaskan Bowl Company
The Summers Family Foundation
Thomas W. Smith Foundation
Timberline Lodge
Uzin Utz North America, Inc.
Whitebark Institute
Wild Tribute
Winter Park Resort
Woodchuck USA

\$2,500 - \$4,999

3Degrees Group, Inc.
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Antico Family Pay It Forward Project
Aramark Sports & Entertainment
Arbor Bank
Ballantine Family Fund
Bigwood Bread, LLC
Bloomberg, L.P.
Bombi Gear
Bowery Capital
Bull's Head Foundation
Chapman and Cutler, LLP
CMAJ Fund
Coffeebar
Colonial Airstream (Dealer)
Conway Scenic Railroad
Davis Conservation Foundation
Ecolab Foundation
Epic Staffing Group
Fidelity Investments
Globe International
Granite Peak Management
Harmony 783
Hirsch Family Giving Fund
How To Concerts, LLC
JuneShine

Lipari Family Foundation
LiveWorkStrategize
LOBA Wakol, LLC
Louis and Anne Abrons Foundation
Main Title
Entertainment Inc
Markit! Forestry Management, LLC
Math Made Visible
Monterey Bay
Mortgage
myDigitalOffice
Noisy Water Artwear, Inc.
Offerpad
Out of the Woods
Outbound Financial
PKSA Karate
Northville, LLC
Pro Sound Effects
Regenesis
BioRemediation Products
RSA Insurance
Sirius Education Solutions
Skout Organic, LLC
Subaru of Puyallup
Susan Rouse Family Foundation
The Charles Delmar Foundation
The Moore Charitable Foundation
Thirteenth Floor Entertainment Group
Tiber Capital Partners, LLC
Travel Southern Oregon
Truss Systems Hawaii, Inc.
UCC Environmental
WBCCI Foundation
Wenaweser Foundation
Wisetail
Xometry, Inc.

\$1,000 - \$2,499

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Argonaut Garage
Autumn
Communications
BBC Motorsports
Bear Wood Windows, Inc.
Begonia & Bench
Beyond Balance
Big Lake Disc Golf Invitational
Blooms Today
Boston Standard Wealth
Car Tots
Castle Building & Remodeling
CGS ORIS
Clark-17 Family Charitable Fund
CN Utility Consulting, Inc.
Computer Comforts, Inc.

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Laurel Woods Charitable Fund	TopBroker CRM
Loon Mountain Recreation	Triadex Services
Medley	Walking in Nature
	Whitehill Family Foundation
	WoodZest
	Zpacks

Statement of Activities & Changes in Net Assets

Year Ended September 30, 2023

	2023	2022
Support & Revenue		
Contributions & Pledges	\$20,225,400	\$25,843,818
Government Grants & Contracts.....	\$30,080,788	\$23,198,798
Other Income	\$113,742	\$40,830
Total Support and Revenue.....	\$52,493,658	\$47,851,363
Operating and Supporting Expenses		
Program Services		
Conservation Grants & Awards	\$5,103,991	\$2,475,318
Conservation Field & Engagement Programs	\$37,904,943	\$27,979,921
Total Program Expenses.....	\$43,008,934	\$30,455,239
Supporting Services		
General & Administrative	\$2,993,089	\$2,108,362
Fundraising & Communications	\$2,083,792	\$1,657,285
Total Supporting Services	\$5,076,881	\$3,765,647
Total Expenses	\$48,085,815	\$34,220,886
Change in Net Assets	\$4,407,843	\$13,630,477

Statement of Financial Positions

Year Ended September 30, 2023

	2023	2022
Assets		
Cash & Cash Equivalents	\$14,430,568	\$28,325,947
Receivables	\$16,949,685	\$11,854,642
Investments at Market Value	\$41,830,580	\$21,105,065
Prepaid Expenses, Deposits & Other Assets	\$254,592	\$174,435
Property & Equipment (Net of Depreciation).....	\$351,335	\$169,172
Total Assets.....	\$73,816,760	\$61,629,261
Liabilities		
Accounts Payable & Accrued Liabilities	\$11,128,149	\$6,914,926
Deferred Revenue/Refundable Advances.....	\$8,506,461	\$6,875,115
Notes Payable	\$3,036,487	\$1,101,400
Total Liabilities	\$22,671,097	\$14,891,441
Net Assets		
Without Donor Restrictions	\$4,743,272	\$8,894,284
With Donor Restrictions	\$46,402,391	\$37,843,536
Total Net Assets	\$51,145,663	\$46,737,820



89% Program Services

6% General Administration

5% Marketing, Development & Communications

A CONVERSATION WITH NFF DONOR DJ FRIESE



Photo: DJ Friese

What is your favorite way to enjoy National Forests and Grasslands?

“ I love early morning walks just as the sun starts to rise and everything is fresh and undisturbed. The tranquility helps clear my mind and get me ready for the day.

How does giving to the National Forest Foundation enrich your experience of these places?

I'm a strong believer in the idea that we need to preserve these natural resources and continue to ensure forests are healthy for many generations to come. The NFF's approach to working thoughtfully in forests across the country means that they are not only working in the forest where I find that moment of morning clarity, but they are also doing that same work across the country, boosting your effectiveness and impact.

How did you first get involved with the National Forest Foundation?

I first got involved a few years ago when I was looking for the best possible way to give back to nature and the land we depend on. The National Forest Foundation was a perfect fit.

If you were talking to someone else about giving to the National Forest Foundation, what would you tell them?

Healthy forests provide for us all. This is a critical organization to the preservation and rejuvenation of our forests. The work that the NFF does to ensure that we have forests that are healthy and thriving, and their efforts to connect people to these amazing places, are incredibly important. I would tell people that if they value these things, and public lands, that the National Forest Foundation is critical and worthy of support. ”



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Building 27, Suite 3 • Fort Missoula Rd • Missoula, MT 59804

