

**2021**

18 STORIES / 270 FT

# MORE

ANNUAL REPORT / 2018



**U.S. Endowment**  
for Forestry and Communities

**2015-2018**

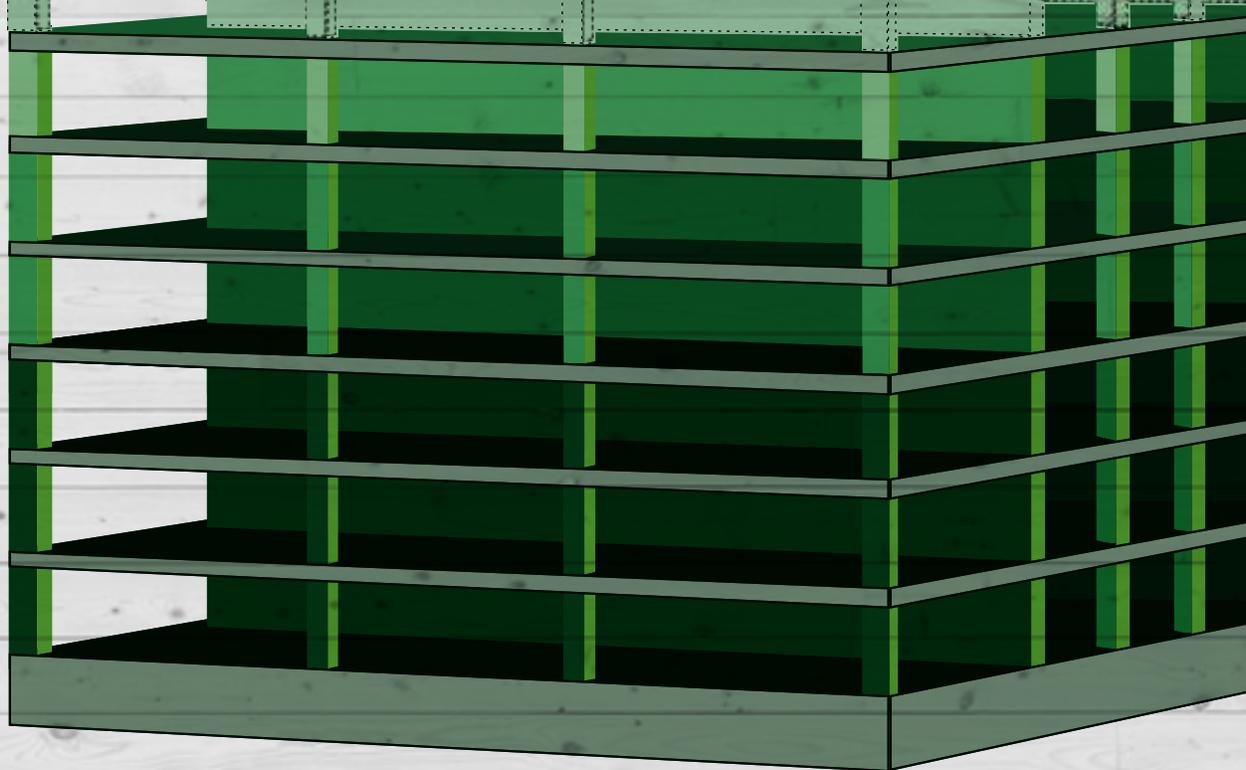
6 STORIES / 85 FT

**1999-2015**

5 STORIES / 70 FT

**1920-1999**

3 STORIES / 40 FT



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## MISSION

The Endowment works collaboratively with partners in the public and private sectors to advance systemic, transformative, and sustainable change for the health and vitality of the nation's working forests and forest-reliant communities.

## VISION

America's forests are sustainably managed to meet broad societal objectives such as marketable products, clean waters, wildlife habitats and other ecological services, while ensuring healthy and vibrant forest-reliant communities.

## HISTORY

The U.S. Endowment for Forestry and Communities, Inc. is a not-for-profit public charity. It was established September 21, 2006, at the request of the governments of the United States and Canada in accordance with the terms of the 2006 Softwood Lumber Agreement between the two countries.

## THEORY OF CHANGE

The Endowment operates under a "theory of change" that focuses on work in three areas: retaining and restoring healthy working forests; promoting and capturing multiple value streams; and enhancing community capacity, collaboration, and leadership. While many of our programmatic investments don't lend themselves to simple characterization, all are closely aligned and integrate well under this theory.

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# / CHAIRMAN'S & PRESIDENT'S LETTER

*We've been at our work—keeping forests as forests and advancing family-wage jobs in forest-rich rural communities—for a dozen years now.*

We've had some great successes, among them the creation of the forest sector's first commodity check-off programs (the Softwood Lumber Board and the Paper & Packaging Board), the City of Raleigh's adoption of a watershed protection fee that generates \$2.2 million annually to compensate landowners for protecting and restoring forests, and, with the USDA Forest Service and Natural Resources Conservation Service, helping African American forest owners access services so that they can generate wealth from their land and become advocates for forest management.

And we've had some disappointments, such as our efforts to create commodity check-off programs for the hardwood lumber and hardwood plywood sector and for wood energy pellets, and the attempt to use a wood-to-energy conversion facility to fund post-secondary education for children in a majority-minority community. From each victory, and each loss, we've learned important lessons that have helped us better target our work.

We've noted—with pride on the one hand and cold, hard realism on the other—that the Endowment is the largest public charity in America dedicated solely to forest sector issues. With a base corpus of \$200 million and investable programmatic funds of \$7 million to \$10 million per year, we are challenged to meet the needs facing the one-third of our nation blanketed with forests. As we move deeper into the first half of our second decade, we reflect on Reinhold Niebuhr's prayer, "God, grant me the serenity to accept the things I cannot change, courage to change the things I can, and wisdom to know the difference."

In 2018 our staff reached out to various corners of the forest sector—academia, natural resource agencies, conservation organizations, and industry—to update our read on needs going forward. We summed up the results with three findings:

1. ***We all long to be loved.*** There are many in the forest sector who believe that if we just invested enough money in explaining what we do, the public would understand and appreciate forest management.
2. ***You are doing too many things. You aren't doing enough things.*** We all see clearly, just through different lenses.
3. ***You're on the right path.*** When those we've spoken to gain a better understanding of our mission, the funding limitations of a perpetual endowment, and our programmatic investments, the overwhelming majority think we are on the right track.

*Yet, when we consider the urgent needs in our sector—80 million of the 193 million acres of national forests alone require restoration, fully one-third of all forest industry jobs have disappeared in recent decades, and rural America isn't experiencing the good times common to urban areas—we know that we must double down and do more.*

As you dig into our 2018 report, you'll see facing pages for each of our initiatives. The first is a quick look at some of our results in summary fashion. The second page poses questions: What if we did more and stretched to change the things we can? We're excited about the times ahead and inspired by what's possible. We hope you'll join us on the journey as we seek to do more for America's forests and their communities.



COLIN MOSELEY  
CHAIRMAN OF THE BOARD



CARLTON N. OWEN  
PRESIDENT & CEO



## TRADITIONAL MARKETS

# 18 STORIES

**TALLEST** mass-timber building in the western hemisphere: the University of British Columbia's Brock Commons residence hall, in Vancouver. A new 21-story structure planned for Milwaukee will claim the title when it is completed in 2021.



## TOO LONG

**AVERAGE** wait time for loggers at the mill gate. To save money and reduce truck emissions, the Endowment in 2018 launched a "turn-time" pilot in South Carolina that gives loggers real-time data on wait times at 100-plus primary manufacturing facilities.

## #FORESTPROUD

**RALLYING** cry for the 110 investors and their employees in the North American Forest Partnership, which is working to keep forests as forests.

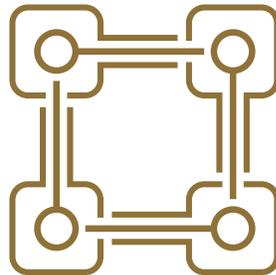
## 3.6 BILLION

**INCREASE** in softwood lumber demand, in board feet, from just the first five years of marketing and promotion investments by the Softwood Lumber Board. The check-off program began in 2011.

## 94%

**PERCENTAGE** of domestic production represented by producers who voted to continue the Softwood Lumber Board. The Endowment proposed the softwood lumber check-off and helped the industry secure its approval.

## BLOCKCHAIN



**WHAT** cryptocurrency and the Endowment have in common. The Endowment is working with a wide range of partners to determine whether Blockchain can improve chain-of-custody monitoring and certification enhancement, yielding savings in the forest sector while advancing transparency and certainty of sourcing.



## WHAT IF...

Early on, the Endowment saw the potential of agricultural commodity check-off programs (you know them by their public faces, like “Beef, It’s What’s for Dinner” and “Got Milk?”) and worked with forest product industry leaders to develop check-offs for softwood lumber and for paper and paper-based packaging.

*Together these two programs generate about \$40 million annually for research and promotion of renewable products.*

Comparable efforts with hardwood lumber and hardwood plywood producers and, later, with wood energy pellet producers did not produce results, but we at the Endowment still see opportunities for forest sector workers to come together so that America’s forests can continue to contribute to the quality of life.

**WHAT IF** the Endowment helped the nation’s 6,500 timber-harvesting and timber-hauling firms—almost all of them small, independent businesses—develop the power of market leverage?

**WHAT IF** timber harvesters and haulers, each of whom may have \$1 million to \$5 million in equipment, were to collaborate on the purchase of equipment and services? These business people constitute the most frayed, most underappreciated link in the forest value chain.

**WHAT IF**, instead of going to traditional lending institutions, they used the power of their own cash flow to create an organization to fund equipment purchases at more competitive rates?

The sector already has one such organization—the Southern Loggers Cooperative. **WHAT IF** the harvesters and haulers built on that model, took it beyond diesel fuel supply depots in the South, and developed a co-op that offered a full range of services nationwide?

**WHAT IF** the sector could more quickly adopt new technologies to dispatch trucks and make more efficient in-woods decisions? Or use the power of Blockchain to strip costs from recordkeeping while providing assurances of legality and sustainability claims?

These and other options are out there. The Endowment could help small business owners retain and grow their operations and secure that critical link between forest owner and the mill. We know that change and gains are possible. Could we find willing partners to help unlock the potential?



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*“The Endowment has an eye for identifying and funding the start-up of smart growth initiatives like the Paper Checkoff that is beginning to show a real return on investment at a time consumers and customers alike are looking for innovative and sustainable alternatives.”*

**—Mary Anne Hansan**  
*President, Paper & Packaging Board*



# NONTRADITIONAL MARKETS



# \$2.2 M

# 47

**PROJECTS** funded through the Healthy Watersheds Consortium Grant Program, a partnership of the Environmental Protection Agency, the USDA Natural Resources Conservation Service, and the Endowment. More than \$8.4 million has been awarded to partners to enhance their capacity to retain forested headwaters and manage land for drinking water.

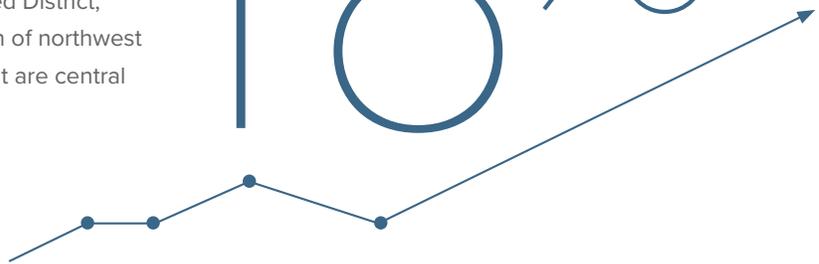
**AMOUNT** generated annually by the **57¢** per month household watershed protection fee in Raleigh, North Carolina, and used to manage forested headwaters. The Endowment helps develop funding mechanisms that connect downstream water consumers with upstream water producers—forestland owners.

# 00:04:58

**LENGTH** of the video extolling the virtues of forests for water quality, found at [usaforests.org](http://usaforests.org), produced through a partnership with the USDA Forest Service.

**ESTIMATED** internal rate of return for payments for watershed services by the Beaver Watershed District, which serves the rapidly growing population of northwest Arkansas. Forest retention and management are central to the district's strategy.

# 18%



# 325.7 MILLION

**NUMBER** of people in the United States in 2018 who benefit from clean, abundant drinking water provided by America's forests. **That's every single American.**



## WHAT IF...

It has been more than eight years since the BP *Deepwater Horizon* oil spill, but the Gulf of Mexico is not yet restored and its recovery is compromised by other sources of pollution. *WHAT IF* a portion of the natural resource damage assessment—the penalty that BP paid—funded a public-private partnership to use forests as both economic and environmental infrastructure to reduce pollutants?

The Gulf receives water from nearly one-half of the continental United States; 41% of that is drained by the Mississippi River alone. *WHAT IF* this public-private partnership worked with private landowners and urban communities and used BP assessment monies to address the areas that generate the most contamination?

*Could we turn the tide by restoring forested headwaters and stream buffers? Could we sustain that work for the decades it will take to bring back the Gulf?*

*WHAT IF* the headwaters of all the tributaries to the Mississippi River could deliver a steady supply of clean water? *WHAT IF* water quality in the Gulf thereby improved, and the Gulf’s hypoxic “dead zone,” now an area the size of Connecticut, shrank and disappeared?

*Everyday, every American benefits from forests—their wildlife habitat, recreational opportunities, restorative vistas, lumber and paper products ... Each benefit is important, but the most important forest product is water: we can’t live without it.*



*“Protecting and improving management of the forested watersheds that provide two-thirds of our Nation’s fresh water is a priority for everyone. The Endowment’s patient capital is very helpful in the water sector where change takes time and perseverance. The Endowment is a valued partner in our work to support source water protection across the country.”*

**–G. Tracy Mehan, III**  
*Executive Director, Government Affairs  
American Water Works Association*



## FOREST RETENTION

# 1587

**DATE** when English settlers reached North Carolina's Outer Banks. One landing site is now permanently protected with a conservation easement funded in part by the Enviva Forest Conservation Fund. More than a thousand acres of environmentally sensitive cypress-gum forests and mixed pine-hardwoods are conserved and will become a new State Natural Area open to the public.



## 12 lbs.

**WEIGHT** of an adult gopher tortoise. The Endowment works with the USDA Natural Resources Conservation Service, Department of Defense, and others to protect tortoises on working forestlands to help preclude the eastern population of the species from being listed as endangered, which could curtail management activities on forestlands.

## \$23.1B

**FUNDS** raised for conservation through ballot initiatives and legislative activities in 2018.

The Endowment supports The Nature Conservancy and The Trust for Public Land in their work with local communities to protect working forests and other lands.

## 670,000

**INCIDENCES** of acute respiratory symptoms prevented annually by air pollution removed by trees nationwide. Through collaborations such as *Keeping Forests as Forests*, the Endowment promotes the human health values of forests.



## 57 MILLION

**ACRES** of rural forestland projected to experience a substantial increase in housing density from 2000 to 2030, according to the USDA Forest Service.

**ACRES** of private land protected by conservation easements, as listed in the National Conservation Easement Database ([www.consevationeasement.us](http://www.consevationeasement.us)), created by the Endowment as a single, comprehensive source of easement data.

## 27,036,979

## 34 MILLION

**ACRES** of forest lost to urbanization and development in the coterminous U.S. by 2060, in the worst-case scenario developed by the USDA Forest Service. The lower end of the estimate is 16 million acres.



## MACH 1.6

**MAXIMUM** speed of the F-35 multirole fighter. The Endowment works with the Department of Defense and others to protect working forests to reduce incompatible development that compromises military testing and training.

The Endowment's wide array of initiatives and partnerships is helping protect large forested areas for their full range of environmental, social, and economic benefits.

Three examples:

- The National Conservation Easement Database provides the status and benefits of 160,000 conservation easements held by more than 2,000 entities across the nation.
- Partnerships with Enviva, the Department of Defense, and the USDA Natural Resources Conservation Service protect critical working landscapes and special places.
- Collaboration with The Nature Conservancy and The Trust for Public Land leverages large pots of conservation funding at the state and local levels.

Yet the rate at which forests are lost to nonforest uses is accelerating. As much as 34 million acres may be lost to development and urbanization by 2060, according to the USDA Forest Service. At some military bases, losses are magnified when forests give way to development, constraining training missions. Trees don't complain about screaming jets, but subdivision homeowners do.

The military's program to buffer installations with compatible working lands, called Readiness and Environmental Protection Integration (REPI), has conserved more than

500,000 acres. That's a remarkable achievement, but more can be done to accelerate retention of working lands in areas critical to the military.

*WHAT IF* the private sector was mobilized to grow the funding available to speed buffering projects?

*WHAT IF* these privately supported projects could move at the "speed of need" and complement the more bureaucratic process required by government agencies?

The military must have the space it needs to prepare for every eventuality. The communities near installations that are adequately buffered may be less subject to closure or relocation. And of course, working lands in rural areas provide family-supporting jobs and many other benefits for these communities.

Working forests and military installations make perfect partners. Forested buffers supply needed services, from water to wood, while the bases and posts remain viable training grounds.



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*"We can count on the Endowment to help us advance our mission, whether it's with matching funds, sweat equity, or building partnerships. They are a 'force multiplier' for the REPI program."*

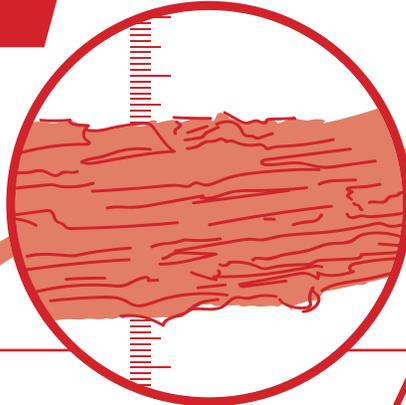
**–Kristin Thomasgard**  
*Office of the Assistant Secretary of Defense (Sustainment)*



# INNOVATION

# \$2B

**ESTIMATED** value of the cross-laminated timber market by 2025. The new wood construction building code will prove to be a game changer and a real boost for timber growers and producers.



# 100,000 nanometers

**DIAMETER** of a human hair. At the nano level, cellulose takes on properties that add strength and reduce the weight of everyday materials like plastic and concrete.

# 18

**MAXIMUM** number of stories, up from 6, allowed for U.S. buildings built with wood. In 2018 the International Codes Council voted to allow tall wood construction. A multiyear effort to demonstrate the merits of mass timber construction—it's safe, strong, versatile, appealing, and green—was cofunded by the Endowment, American Wood Council, and Softwood Lumber Board.

# 4 trillion

**TONS** of concrete used worldwide every year—and the potential market for cellulosic nanocrystals derived from wood. Incorporation of the nanomaterial reduces both the amount of cement that concrete requires and the harmful CO<sub>2</sub> emissions from cement production.

## CHERRIES

**ARE** one of many fresh fruits that could be coated with cellulosic nanomaterials to preserve freshness, reducing food waste and spoilage.



**FIELD** trials of concrete infused with cellulosic nanocrystals in 2018: a parking lot at the Endowment's headquarters in Greenville, South Carolina; a sidewalk in Madison, Wisconsin; and a bridge deck in Siskiyou County, California.

# 15%

**POTENTIAL** reduction in greenhouse gas emissions from concrete if the technology for using cellulosic nanocrystals, sponsored by the Endowment and the USDA Forest Service, is adopted.



## / WHAT IF...

The Endowment's model of collaborating with multiple partners has proven value: it leverages our limited human resources and financial capital to speed progress.

**WHAT IF** the forest sector likewise committed to shared funding models to advance innovation? **WHAT IF** the Endowment, the Softwood Lumber Board, and the Paper & Packaging Board developed a sustained funding model for working with the Forest Service's Forest Products Laboratory to advance a range of product innovations?

**WHAT IF** the Endowment and other organizations used the power of program- or mission-related investments—low-interest loans and equity investments—to help stimulate emerging sectors, such as producers of mass timber products?

And **WHAT IF** a TED-like forum could shine the light on forest and forest product innovations, thereby both showcasing the forward-thinking potential of the sector and unearthing new tools and products that will help keep forests as forests?

*Could innovation make the forest sector more attractive to the next generation while growing family-wage jobs?*

Could that begin a reversal in a sector that has shed more than 500,000 jobs—fully a third of its workforce—with most losses endured by rural communities?

**WHAT IF** the 21st century became the Forest Century, an era when we learn how to harness market power to steward the forests that yield the climate-friendly products we need in a carbon-constrained world?

As for that TED-like forum, watch for the 2019 Forest Innovation Review (FIRz) at the University of Georgia!



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*“We have been very pleased with the three-party funding model and multi-year commitment implemented by the Endowment for supporting the mass timber acceptance project. We achieved more than we set as our goal in 2015. The outcome is one of the more profound changes in any U.S. building code since the start of building regulations 100 years ago. Collective and cooperative support for high-risk, high-reward projects like this shows what is possible when our sector works together.”*

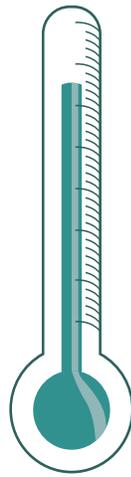
**—Robert W. Glowinski**  
*President, American Wood Council*



# WOOD TO ENERGY

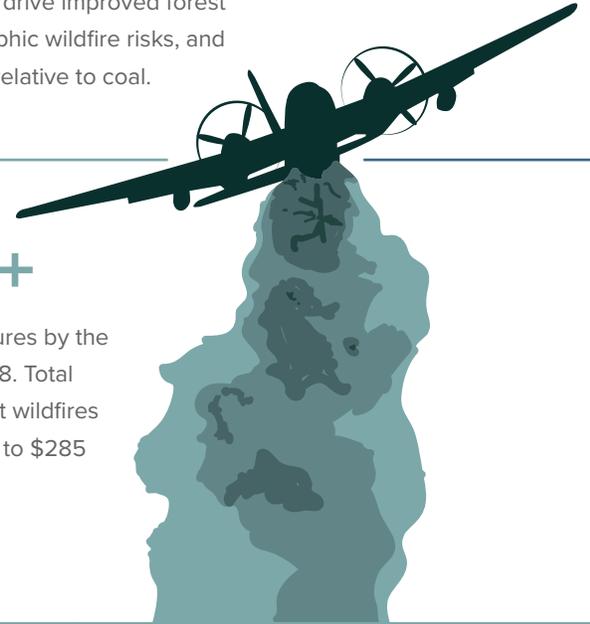
# \$250,000

**ENDOWMENT'S** investment to date in Menominee Tribal Enterprises. The Endowment and the Indian Land Capital Company co-invested in the Wisconsin tribe's upgrades to the boiler at America's longest-running tribal sawmill.



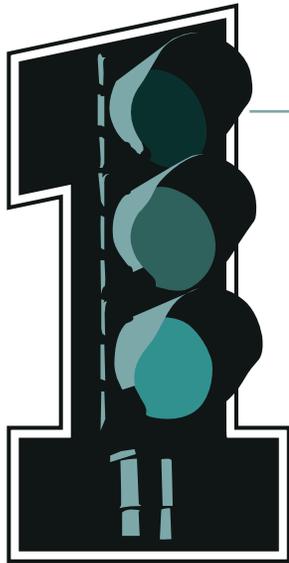
# 500° F

**TEMPERATURE** at which low-value, small-diameter wood is "roasted" in an oxygen-starved environment to create torrefied wood, a practical replacement for coal. A robust market for torrefied wood could drive improved forest health, reduce catastrophic wildfire risks, and cut harmful emissions relative to coal.



# \$2.5 BILLION +

**FIRE** suppression expenditures by the USDA Forest Service in 2018. Total economic losses from forest wildfires are estimated at \$63 billion to \$285 billion per year.



**NUMBER** of stop lights in Grant County, Oregon, where the Endowment is building the nation's first commercial-scale torrefaction facility in conjunction with Malheur Lumber. The existing mill, in John Day, is the county's last operating sawmill.

# 60%

**POTENTIAL** per acre cost savings if torrefaction becomes viable versus hand thinning, piling, and burning to advance restoration on National Forest System land.

# \$12.3 MILLION

**PROGRAM-RELATED** investments (low-interest loans) used by the Endowment to help finance promising wood-to-energy technologies. Loans significantly expand the Endowment's ability to finance and bring to scale promising investments.



**WAYS** in which the combustion of torrefied wood is environmentally better than the burning of coal. It reduces emissions of carbon dioxide, ash, sulfur and it's renewable.

# 80 MILLION

**ACRES OF NATIONAL FOREST SYSTEM** lands needing fuels reduction and ecological restoration treatments. That's more than 40% of the 193 million total.



## / WHAT IF...

Over the past dozen years, the Endowment has invested in five projects designed to create value from the nation's growing stocks of small-diameter, dying, and dead trees:

- a district heating system for municipal and school buildings in Burns, Oregon;
- a pilot program to leverage thermal renewable energy credits and unlock capital to support wood energy projects in New Hampshire;
- a waste wood to electricity project in California;
- a state-of-the-art whole-home hydronic wood stove that meets all air quality standards; and
- a project to explore the potential of direct conversion of waste wood to natural gas.

With Endowment support, each of those approaches has proven viable, but none has yet achieved the scale, market acceptance, economic viability, or replicability needed to reduce the threat to forest health on public and private lands. The “one-off” nature of wood-to-energy projects makes it difficult to unlock private capital investment.

But *WHAT IF* the Endowment's investment in the 100,000-ton per year torrefaction plant in Grant County, Oregon, succeeds in creating a market for a green energy product? *WHAT IF*, with Endowment assistance, other sawmills, especially across the Inland West, replicate this model and install torrefaction lines as part of their operations?

Could a relatively modest albeit high-risk investment by the Endowment catalyze this approach? Could applying an economic lever advance restoration at scale? Could that scale be large enough to reduce the megafires that are killing people, torching property, destroying valuable forests, and polluting Portland's and Seattle's air?

Japan appears ready to use torrefied wood to help deliver renewable baseload power as the nation transitions from nuclear and coal. *WHAT IF* a coalition of U.S. interests purchased a coal-fired power plant here and converted it to torrefied wood? Could that plant supply enough renewable energy to meet peak winter and summer demand for thousands of customers in West Coast states, whose residents want more green power?

And *WHAT IF* that same plant captured and sequestered its own CO<sub>2</sub> gases so that the torrefied wood was carbon negative? Low-value wood would then go from being a big problem to becoming a critical solution to two major challenges at once: forest health, and renewable, carbon-negative energy.

So much is at stake. Could improved forest health, good jobs, climate change mitigation, and even human lives depend on the Endowment's willingness to take a risk? What if, indeed!



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*“The Endowment’s decision to move forward with the Restoration Fuels project in John Day is among the most important we’ve seen by any of our nonfederal partners. If this endeavor is successful in opening a new market for low-value wood, it could represent one of the most promising pathways to meeting the challenge of restoring forest health on tens of millions of acres of our nation’s precious National Forests.”*

**—Vicki Christiansen**  
Chief, USDA Forest Service

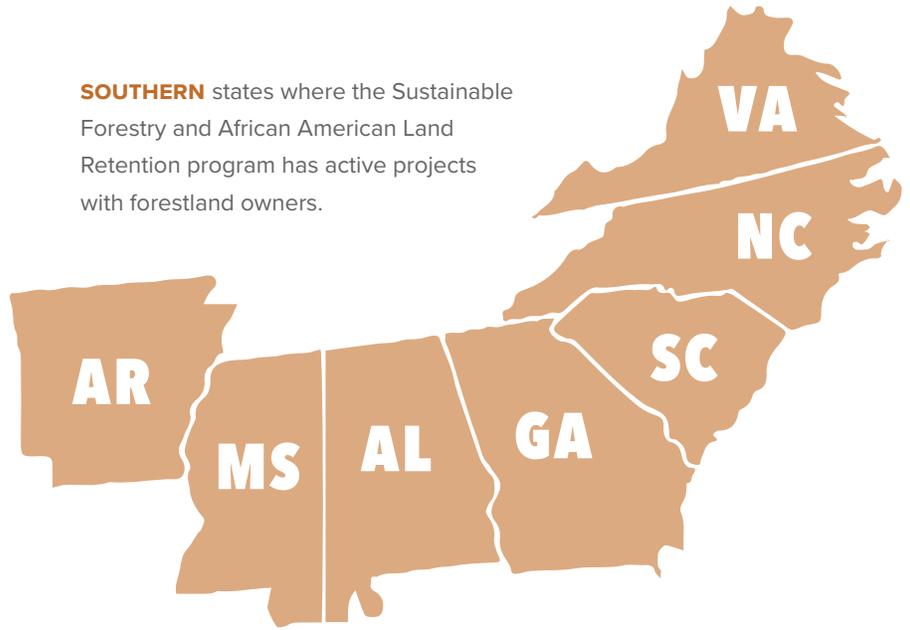


# ASSET CREATION

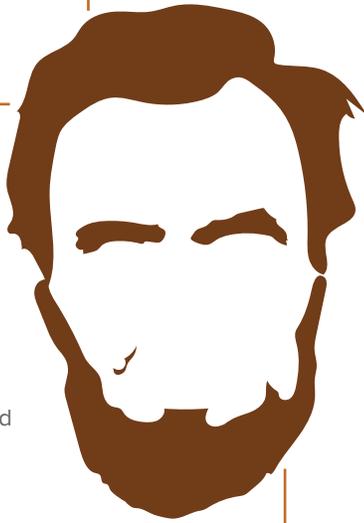
# 1,000 +

**AFRICAN** American families that are developing forest plans, benefiting from professional support, and implementing management activities on their properties, totaling 72,000 acres.

**SOUTHERN** states where the Sustainable Forestry and African American Land Retention program has active projects with forestland owners.



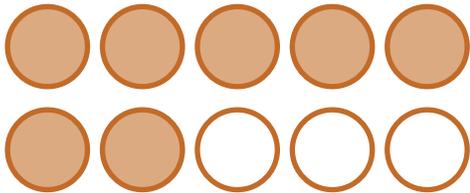
# ABRAHAM LINCOLN



**PRESIDENT** commemorated in USDA award received by the Sustainable Forestry and African American Land Retention program in 2016. In 2018, the program received the Department of Housing and Urban Development Secretary's Award for Public-Philanthropic Partnerships.



**APPROXIMATE** area of land lost by African Americans from 1910 through 1999, largely because of heirs property issues—land passed down through generations without clear title. This area, some 7.8 million acres, represents about a 50% loss.



**7 in 10** **ESTIMATED** proportion of African American adults who have no will or estate plan. The crippling financial burden incurred if a property owner dies intestate forces many heirs to sell their real assets.

# \$3 M

**NEW** Commerce Department grant to the Endowment and the Northern Forest Center to advance wood-based jobs in New England. The funding comes from the Economic Development Administration.



## WHAT IF...

Since 2012, the Endowment and our primary federal partners—USDA Forest Service and Natural Resources Conservation Service—have helped African American forestland owners use active management to unlock the wealth potential of their forests. In 2018, the Mary Reynolds Babcock Foundation joined us in the work of recruiting and assisting families with their forests.

*The year ahead marks another milestone as we help our sister organization—the American Forest Foundation (AFF)—assume stewardship of the Sustainable Forestry and African American Land Retention program.*

The Endowment has done what it set out to do: we envisioned a better outcome, recruited partners and funding, and supported our field partners. Now it's time to hand off the program to an operating partner with the

breadth and depth to set up a robust and sustainable network of landowners. We're convinced that AFF is the right organization to carry forward our vision by integrating this program with its American Tree Farm System. The Endowment will continue to play a supporting role for at least the next three years.

**WHAT IF** another minority community—one with different challenges and needs, but one that, like African American landowners, has been largely excluded from the mainstream forest sector—could benefit from targeted assistance? Could we fill a need in the Hispanic community or be of service to Native American forest owners?

The Endowment doesn't have the resources—or the mission—to address resource dependence issues one locale at a time. Instead, we look for scalable or replicable solutions that forest-reliant small towns can embrace to help chart a brighter future. Our work in the South's African American community has shown us that it is possible to make a difference in people's lives while keeping forests as forests and advancing family-wage jobs in forest-rich rural places.



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*“The Endowment is a rare gem as a partner. They bring matching funds to the table, strengthen our partnerships, and help us deliver benefits to those who manage America’s working lands.”*

**—Leonard Jordan**

*Acting Chief, USDA Natural Resources Conservation Service*



# FOREST HEALTH

# 4,000,000,000

**AMERICAN** chestnuts killed by blight in the first half of the 20th century. Duke Energy, the USDA Forest Service, and the Endowment invested \$8.4 million to use modern biotechnology to combat pest and disease threats to forests. Result: a blight-resistant American chestnut.

# 4

**BIENNIAL** Canada–U.S. Forest Health and Innovation Summits convened by the Endowment. The sites alternate between Ottawa and Washington, D.C., with the most recent summit held in Ottawa in February 2018.

## FOREST.HEALTH

**ADDRESS** of an internet forum that builds on both the Forest Health Initiative and the Forest Health Summits to more rapidly deploy learnings that advance forest health.



**OAKIE**, Hokie, Tiger, Bulldog, and Nittany Lion Mascots of the universities—SUNY-ESF, Virginia Tech, Clemson, Georgia, and Penn State—that have conducted most of the lab and field research under the Forest Health Initiative.





## / WHAT IF...

The Endowment's work in forest health has been rooted in two programs: the biennial convening role we play to bring together federal forest agency leaders and others from the greater forest sector in the Canada–U.S. Forest Health and Innovation Summits, and the effort to plumb the potential of modern biotechnology to address forest health problems caused by invasive and endemic pests and diseases.

*Our role in the cross-border summits continues. And we've accomplished most of our objectives in the Forest Health Initiative.*

But **WHAT IF** the public and private sectors that care deeply about the health of the nation's public forests—especially our National Forest System lands—created a dedicated endowment to spur innovation and speed restoration work on those lands most in need?

**WHAT IF** such a fund was seeded by public investment and then matched by the private sector—foundations, corporations, and everyday citizens with an interest in sustaining America's forests for current and future generations?

Government-funded restoration work all too often means cutting, piling, and burning undesirable material. It's expensive to do, and the Forest Service can't afford to treat even 2 million acres a year of its 80-million-acre backlog.

**WHAT IF** the earnings from the fund were used to spur market-based solutions to forest health instead? **WHAT IF** we could treat more than 10 million acres each year? And **WHAT IF** the fund's income meant the money would be there for subsequent treatments every 10 to 20 years?

*Wouldn't the future of America's public forests be brighter and more sustainable?*



*“We deeply value the role the U.S. Endowment for Forestry and Communities has played in each of the Forest Health Summits.”*

**—Beth MacNeil**

*Assistant Deputy Minister, Canadian Forest Service*

# / BOARD OF DIRECTORS

## CURRENT DIRECTORS

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**John T. Cooper, Jr.**  
College Station, TX

**Tamar Datan\***  
Leesburg, VA

**Mark Emmerson**  
Redding, CA

**James Farrell**  
Canadian Liaison & Chair,  
Audit Committee  
Ottawa, Canada

**Jeff Hearn**  
Raleigh, NC

**Jim Hoolihan**  
Grand Rapids, MN

**Rachel Jacobson**  
Chair,  
Governance & Nominating Committee  
Washington, D.C.

**Colin Moseley**  
Chairman  
Seattle, WA

**Carlton Owen**  
President & Secretary  
Greenville, SC

**Mark Reed\*\***  
New York, NY

**Kevin Schuyler**  
Chair, Investment Committee  
Charlottesville, VA

**Cris Stainbrook\*\***  
Little Canada, MN

**Judith Stockdale**  
Vice Chair  
Chicago, IL

**Andrea Tuttle**  
Arcata, CA

**Jon Voigtman\***  
Nassau, Bahamas

## PREVIOUS DIRECTORS

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**Peggy Clark**

**Alicia Cramer\*\*\***

**David Dodson**

**Mil Duncan**

**Kent Gilges**

**Mack Hogans**

**Chuck Leavell**

**Duane McDougall**

**Bruce Miles+**

**Dick Molpus**

**Jim Rinehart**

**Stephane Rousseau**

**Karl Stauber**

**David Thorud**

**John Weaver**

## STAFF

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**Signe Cann**  
Chief Financial Officer  
Greenville, SC

**Alicia Cramer**  
Senior Vice President  
Loganton, PA

**Florence Colby**  
Manager, Organizational Support  
Greenville, SC

**Michael Goergen**  
Vice President, Innovation;  
Director, P3 Nano  
Bethesda, MD

**Matt Krumenauer**  
Vice President, Special Projects  
Salem, Oregon

**Joie Moré**  
Finance Director  
Greenville, SC

**Carlton Owen**  
President & CEO  
Greenville, SC

**Peter Stangel**  
Chief Operating Officer  
Aiken, SC

**Camille Lasley**  
2018 Impact Intern  
Greenville, SC

\* *completed service, November 2018*

\*\* *began service, November 2018*

\*\*\* *completed service, August 2017*

+ *Deceased*

# / STATEMENTS OF FINANCIAL ACTIVITY

FOR THE 12 MONTHS ENDED DECEMBER 31

	2018*	2017	2016
<b>PROGRAM INVESTMENT</b>			
Partner Investment (public and private support)	\$7,735,800	\$6,439,400	\$7,993,800
<b>PROGRAM EXPENDITURES:</b>			
Grants and contracts	\$13,879,900	\$10,986,000	\$11,378,400
Impact Investments (\$22,135,000 cumulative)	\$7,100,000	\$0	\$3,500,000
<b>Total</b>	<b>\$20,979,900</b>	<b>\$10,986,000</b>	<b>\$14,878,400</b>
<b>OPERATION EXPENSE</b>			
Personnel, general and administrative	\$770,000	\$724,400	\$681,200
<b>INVESTMENT ACTIVITY</b>			
Income, realized and unrealized gains (losses)	(\$20,389,500)	\$29,585,500	\$13,993,200
Total Increase (decrease) in Net Assets	(\$27,303,600)	\$24,314,500	\$9,927,400
Net Assets at Beginning of Period	\$242,204,300	\$217,889,800	\$207,962,400
<b>Net Assets at End of Period</b>	<b>\$214,900,700</b>	<b>\$242,204,300</b>	<b>\$217,889,800</b>
<b>CUMULATIVE LEVERAGE (2007–2018)</b>			
Endowment investments of \$78 million leveraged \$522 million in internal and external investments for a total of \$600 million.	Endowment Investment	\$78,178,000	
	Partner Investment	\$100,218,000	
	External Investment	\$421,762,000	
		<b>\$600,158,000</b>	

\*2018 information is preliminary pending completion of year-end closing and audit procedures.

# / INITIATIVES

