



The National Forest Foundation (NFF) engages Americans in community-based and national programs that promote the health and public enjoyment of the 193-million-acre National Forest System.

The NFF builds collaborative relationships that ensure effective, proactive conservation solutions. We focus our efforts on on-the-ground projects, seeking efficiency and leveraging support whenever possible.

Tree Planting • Volunteer Opportunities • Collaboration • Watershed Restoration • Carbon Offsets • Wildlife Habitat Improvements • Recreational Enhancements • Fisheries Restoration



**Seven in ten Americans live within two hours of a National Forest. Whether picnicking for a day, camping for the night or heading out for a great adventure, these amazing public lands welcome everyone.**

America's National Forests:

- Exist in 44 states
  - Provide diverse landscapes from deserts to mountain peaks to vast hardwood forests
  - Offer experiences ranging from motorized recreation to wilderness solitude.
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**148,000**  
miles of  
trails

**9,100**  
miles of  
scenic  
byways

**4,400**  
miles of Wild  
and Scenic  
Rivers

**5,100**  
campgrounds





# NATIONAL FORESTS: AMERICA'S PLAYGROUND



National Forest Foundation

# NFF Stewardship Funds

- Alternative source of funding for local projects
- Driven by customers, some matching funds from us
- Two programs:
  - “Ski Conservation Fund”
  - “Forest Stewardship Fund”
- Partners collect funds
- NFF grants them out for on-the-ground projects
- Cumulatively \$4 million raised







## Snowbird Ski Resort



- Uinta Wasatch Cache NF
- Original partner in Ski Conservation Fund
- Approximately \$80,000 per year generated
- Recent projects: trail restoration in Cottonwood Canyons; invasive removals
- 2017-18: 615 volunteers; 3,148 hours; 88 miles of trail improved, maintained, or removed



# Lake Quinault Lodge

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- Olympic National Forest
- Partner since 2010
- \$1 per night
- Work over eight years:
  - 18 miles trail work; 9 miles illegal trail gone
  - 5 acres recreation-related damage undone
  - 88 volunteers / 5,000 hours of work
  - 51 youth employed or engaged



# Pink Jeep Tours

- Prescott, Coconino, Tonto, Kaibab National Forests
- Collect \$1 per online booking
- Approximately \$15,000 per year generated
- Recent projects: forest restoration; erosion control; decommission and naturalize road spurs.





# Lessons Learned

- Lots of time up front to make this work.
- Opt in doesn't work. In-person POS not ideal (online or low-pressure check out better)
- Need local projects that tie to the funding partners.
- Partners will want recognition.
- Set some expectations to maintain efficiency (e.g., minimum fund size before using funds).
- Give partners a voice at a certain threshold.
- Innovate ways for multiple partners to combine.
- Report back!



# THANK YOU!

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[nationalforests.org](http://nationalforests.org)

