

Fact sheet about NFF



- When was the National Forests Foundation established	1991
- What is the charitable status of the NFF	The NFF is a US nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Service Code.
- Why plant trees in the US rather than the UK?	While GoReusable.Org would have ideally preferred to partner with a UK tree planting organisation, the price of a planted tree in the UK would be £10+, a prohibitively high figure that you can't build into the cost of a branded cup or bottle. The shortage of land in the UK just makes planting trees unaffordable for our GoReusable.Org initiative. We looked further a field, and in the US they have the space and large tree planting programmes to make the numbers stack-up. We also know that planting in the US, in particular the NFF, that the trees will still be planted. Remember that Global warming, as the name suggests, is a global issue, so the location of where the tree is planted is not important. What is important is that the tree is planted!
- How many trees have the NFF planted to date	13.5 million trees since 2001
- What audits do NFF do to make sure the trees are planted?	Through our partnership with the USDA Forest Service, we sign planting agreements each year that guarantee that reports for each project will be sent following each planting. With the information we receive in the reports, we create a year-end impact report.
- What trees NFF plant?	We only plant native, locally sourced and ecologically appropriate trees selected by Forest Service professionals.
- When do NFF plant the trees?	The Forest Service only plants seedlings when conditions are optimal and when a high survival rate is expected, typically in the spring.
- How old are the trees when planted?	After the Forest Service collects the seeds from near the disturbed area, they are grown at one of six of their nurseries located across the country. They're grown under climate controlled conditions that mimic their natural environment. The seedlings are usually about 1-2 years old when they are transported from the nursery to a planting site. They may be older depending on species. For more info on this, check out our website.
- How do NFF grow the seedlings?	See above. For more, check out this magazine article
- Are the trees logged or copiced?	No. We only supports tree planting projects to restore forest health following natural disturbances. In some cases, the Forest Service may employ limited forest management, but only to improve forest resiliency and reduce the risk of wildfire.
- Are the trees maintained? Who pays for this?	The Forest Service monitors seedlings for several years after they are planted. They use random sampling and, if needed, will carry out follow-up care or install browse protectors to further boost seedling survival. The Forest Service uses its own funds for this, the NFF does not pay for monitoring (though it is a great benefit of our partnership with the Forest Service!).
- What is the success rate of trees planted?	Success rates vary depending on local characteristics of planting sites. Average survival rate of trees planted is around 85% or greater, which is pretty impressive

- Does the NFF have any good detailed case studies of reforestation projects you can send us	There are currently five on our website: https://www.nationalforests.org/who-we-are/our-impact/category/tree-planting
- What % of money donated goes into the programme	Each cup purchased plants one tree. Out of the money sent to NFF 85% of the funds goes directly to tree planting. The remaining 15% goes to program administration, which includes reporting, financial administration and management (i.e., all the work we do behind the scenes to carry out the program).
- How many trees can NFF plant a year?	There is a tremendous amount of need. In 2018, the NFF planted 2.6 million trees. Equipped with enough funding, we could greatly scale up and increase our planting impact.
- Who plants the trees?	<u>The Forest Service hires very efficient and skilled professional tree planters.</u>
- How do we know the trees are planted?	NFF provides partners with a fully audited report on the number of trees planted. All trees are planted in the US and not some far flung country where it would be hard to audit.
- Are there any independent ways of checking the NFF is a credible charity?	Yes, here: https://www.charitynavigator.org/index.cfm?bay=search.summary&orgid=11617

CatECO (company #11484251) t/a GoReusable.Org