



## **Annual Report**

October 1, 2004 – September 30, 2005

**Forests Forever, Inc.**





**Education Consortium – Final Report 2004 – 2005  
Forests Forever, Inc.**

November 18, 2005

Dear Education Consortium Partners:

It is my pleasure to write this letter of introduction for our 2004 – 2005 Annual Report. This report is our first attempt to communicate formally to all Consortium Partners our successes and program impacts. Up front, I want to tell you that our staff and volunteers far exceeded the annual program goals for the reporting period.

Generous funding from three initial Consortium Partners (Title III funds administered by Clackamas County Commissioners, Oregon Forest Resources Institute, and Weyerhaeuser Company Foundation) comprised approximately 85% of our annual operating budget in FY 2004 – 2005, which immediately attracted an additional 5 Partners. The collective of Consortium Partners diversifies and strengthens our financial position and ability to provide a greater quantity of quality of natural resource education programs, along with an increased level of civic engagement and volunteerism at Hopkins Memorial Tree Farm.

I hope you find the report informative, that it clearly communicates our successes and lessons for the future. The report includes narrative, a few tables and many pictures in order to tell our story and describe the value to the community in which Consortium Partners have invested through Forests Forever. If you have questions or require further explanation of any information contained in this report, please contact me: 503-655-5524.

Sincerely,

Ken Everett, President  
Forests Forever, Inc.

Enclosure: *Annual Report, October 1, 2004 – September 30, 2005, Forests Forever, Inc.*

**Annual Report: October 1, 2004 - September 30, 2005**  
**Forests Forever, Inc.**

**PROJECT DESCRIPTION**

Develop and implement a community forestry program at Hopkins Memorial Tree Farm that engages citizens in opportunities to learn skills and knowledge, and to apply these in a realistic setting on a “family” tree farm.

**GOALS**

- 1**     Increase Volunteerism
  - Organize 10 Community Workdays
  - Develop and promote additional volunteer opportunities for families, Scouts, clubs and businesses to become involved in resource management on a working tree farm.
  
- 2**     Offer a Variety of On-site Programming and Community Education
  - Provide 24 Tree Farm Tours – scheduled monthly & upon request year-round.
  - Host 2 Community Events – large family-oriented events held at Hopkins Memorial Tree Farm including a variety of opportunities for visitors to learn about forest management activities on the tree farm.
  - Provide at least 6 landowner workshops to share practical skills and knowledge with small woodland owners, natural resource professionals and forestry students.
  - Maintain regular open hours at Hopkins Memorial Tree Farm for self-guided discovery, and to accommodate scheduling of group visits and special programming.
  
- 3**     Gain new Exposure through Marketing & Off-site Outreach
  - Complete revisions to [www.forestsforever-or.org](http://www.forestsforever-or.org), and continue developing and adding new content and links.
  - Continue participation in and market programs to civic and business organizations, e.g., Chambers of Commerce, Rotary, Kiwanis, etc.
  - Revise existing portable display for use at community events and conferences.
  - Develop a marketing strategy and target specific audiences with information about opportunities to be involved with resource management and educational programs at Hopkins Memorial Tree Farm.



## SUMMARY OF ACCOMPLISHMENTS

September 30, 2005 marks the end of the third year of Title III funding awarded to Forests Forever, Incorporated by the Clackamas County Board of Commissioners. All projects and programs were completed as described in the Forests Forever, Incorporated 2004 - 2005 Title III Proposal as of September 30, 2005. Forests Forever, Inc. expended 100% of the proposed \$35,000 budget awarded for fiscal year 2004 - 2005. Key activities, products and outcomes supported by Title III finding include:

- ✱ 10 Community Workdays engaged 117 people in 649 hours of work
- ✱ 367 people volunteered 2656 hours at times other than on workdays
- ✱ 5 Community Events brought 147 guests to the tree farm
- ✱ 35 Tours shed additional light on the forest for 479 visitors
- ✱ 322 visitors guided themselves on trails at Hopkins Memorial Tree Farm
- ✱ 247 kids participated in after school/summer education programs
- ✱ 13 Workshops helped 149 adults learn new skills and information
- ✱ 4638 people attended the same 64 off-site events attended by FFI staff



*Forests Forever Founder and Board member, Mike Bondi, recounts 15 years of volunteerism and community support for Forests Forever's activities at Hopkins Memorial Tree Farm. Approximately 60 guests attended this Supporter Appreciation event held at the tree farm in August.*

**PROGRAM PARTICIPATION SUMMARY COMPARISON**  
**MARCH 1, 2003- SEPTEMBER 30, 2005**

	Oct 1, 2004 – Sep 30, 2005		Oct 1, 2003 – Sep 30, 2004		Mar 1 – Sep 20, 2003	
<b>Activity</b>	<b>#Activities</b>	<b>#People</b>	<b>#Activities</b>	<b>#People</b>	<b>#Activities</b>	<b>#People</b>
<u>Community Workdays</u>	<u>10</u>	<u>117 People</u> <u>649 Hours</u>	<u>11</u>	<u>137 People</u> <u>1066 Hours</u>	<u>7</u>	<u>60 People</u> <u>225 Hours</u>
<u>(Other Volunteers)</u>		<u>(367 People</u> <u>2656 Hrs)</u>		<u>(300 People</u> <u>1600 Hours)</u>		<u>(54 People</u> <u>260 Hours)</u>
<u>Tours</u>	<u>35</u>	<u>479</u>	<u>23</u>	<u>194</u>	<u>16</u>	<u>185</u>
<u>Events</u>	<u>5</u>	<u>147</u>	<u>2</u>	<u>54</u>	<u>2</u>	<u>45</u>
<u>Workshops</u>	<u>13</u>	<u>149</u>	<u>18</u>	<u>194</u>	<u>7</u>	<u>75</u>
<u>Self-Guided</u>		<u>322</u>		<u>489</u>		<u>171</u>
<u>Youth Education</u>	<u>During 20</u> <u>After 13</u>	<u>446</u> <u>247</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
<u>Off-site</u>	<u>64</u>	<u>4638</u>	<u>51</u>	<u>2300</u>	<u>N/A</u>	<u>N/A</u>



*Fourth and fifth-graders from area elementary schools ponder the origins of a large hollow stump they found along the Watershed Interpretive Trail at Hopkins Memorial Tree Farm. Both FFI staff and other educators and volunteers provide an increasing number of out-of-school programs at the tree farm.*

## HOW WE MET OUR GOALS

**GOAL 1**     **Increase Volunteerism:** Organize 10 monthly volunteer workdays, and schedule additional opportunities for volunteers to help accomplish resource management and facilities maintenance tasks, and to support educational opportunities for the community.



*Boy Scout Troop 559 from Aurora camped overnight before working on their service project last April—spreading wood chips on the Hopkins Trail. 2005 is the second year this Scout Troop has come to volunteer at Hopkins tree farm.*

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### **Volunteerism at Hopkins Memorial Tree Farm**

- 10 Community Workdays engaged 117 individuals in 649 hours of service
- 10 Board members worked over 400 hours on corporation business—from the forest to the boardroom.
- 367 volunteers worked 2656 hours at times other than on regularly scheduled workdays to help with resource management, facilities maintenance and in support of education programs



## Volunteer Accomplishments

- ✧ 2 acres prepared for planting by slash burning and herbicide application.
- ✧ 500 seedlings planted, and protective tubing installed on 300 trees.
- ✧ 2 acres young conifer trees pruned to improve stand quality.
- ✧ 2.5 miles of trail maintained with herbicides and pruning vegetation.
- ✧ Volunteers led 9 of the workshops offered at the tree farm.
- ✧ 60 volunteers worked over 200 hours combined to help host 5 community events.



*Wolfree, Inc. Staff train volunteers in methods to support Science in the Forest and similar youth education programs at Hopkins Memorial Tree Farm.*

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**Volunteers help Forests Forever in many ways** at Hopkins Memorial Tree Farm. We rely on volunteers' talent and time to make minor upgrades to facilities, and improve the accessibility trails and exhibits at the tree farm. Volunteers assist with managing and maintaining our large inventory of forestry tools used in resource management and education programs. Volunteers even kept an eye on the tree farm while staff went on vacation this past summer!



**GOAL 2 Offer a Variety of On-site Programming and Community Education:** maintain regular open hours; offer tours, host community events, facilitate forestry skills workshops and other educational programs for the community.



*Forests Forever Board members and staff hosted a Business After Hours event for the North Clackamas County and Oregon City Chambers of Commerce—Chamber members enjoyed BBQ and networking at Hopkins Memorial Tree Farm.*

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### **On-site Programming at Hopkins Memorial Tree Farm**

- 446 students from 20 classrooms used Hopkins tree farm as learning laboratory, while another 247 kids participated in 13 education programs offered after-school and during summer vacation.
- 147 guests attended 5 Community Events held at Hopkins tree farm, and 479 people joined a guided tour for a closer look at sustainable forestry.
- 151 people gained hands-on experience through one or more of 13 Workshops offered at the tree farm in 2005.
- At least 322 visitors used the tree farm on their own—many with their dogs or horses.

## What we Learned about On-site Programming

### Maintain Regular Open Hours

Hopkins Memorial Tree Farm is open daylight hours; 7 days a week for casual visitors: staff is usually on-site most weekdays to provide services and accomplish related tasks. Trail Guides are available for guests—all appreciate the freedom to explore on their own, and many have viewed exhibits, some inquire further with staff on topics of interest related to management at the tree farm. Several casual visitors are “regulars” who ride their horses, walk their dogs, or come for exercise.

The number of visitors reported is based on direct contacts and reliable observations, thus likely under-report the amount of use by casual visitors. In future, Forests Forever will consider installing a registration station as one means of obtaining additional information about this type of use.



*The “Linwood Social Club” enjoyed a ride in the people-mover during their tour of Hopkins Memorial Tree Farm. Board member and Founder, John Popino recruited and led this group.*

### Tours

Participation in scheduled tours was low in spite of a print advertising campaign, while more specially arranged group tours were requested than in previous years. Forests Forever will increase the focus on marketing customized tours to specific groups to meet their interests and timeframes. A schedule of tours will continue to be offered, though at a reduced level, and more attention put to marketing tours to specific groups.

## Workshops

Workshops offered at Hopkins Memorial Tree Farm are developed for woodland owner education in cooperation with Clackamas County Farm Forestry Association and as part of the annual Tree School in Clackamas County. Additional workshops are offered for teachers and others involved in supporting youth education programs at the tree farm. Key to success of workshops is attention to audience interests and timing of the workshops—then marketing the right opportunities to the right people. When these details are attended to, workshops are well attended.



*Fellow tree farmer and FFI Board member, Gilbert Shibley shared some background information with participants inside Hopkins Hall before they took shovel in hand to plant seedlings in a nearby clearcut (see front cover). Plant Your Trees Right! is the most popular workshop taught at the tree farm annually.*

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## Youth Education

This is the first year when a concerted effort was made to attract youth audiences that participate in after-school and summer vacation “environmental education” programs. Both staff and other trained educators led 13 programs for 247 youth—programming for this audience will likely increase in coming years.

### Community Events

We want to repeat our successes! Based on the success of a *Business After Hours* event hosted at Hopkins Memorial Tree Farm, Board and staff will again host similar Chamber of Commerce events at Hopkins Memorial Tree Farm in future.

Given generally low attendance the last two years for *Walk in the Woods* events it is likely that only one such event will be held annually in future: the May *Walk in the Woods* marketed as a Mother's Day related activity seems to have the greatest appeal in the community, and will be featured in our marketing for 2006.



*Two boys take their mother for a Walk in the Woods—an annual event marketed as something to do with “moms” on the Saturday before Mother’s Day.*

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Some interest has been expressed for Arbor Week activities at Hopkins Memorial Tree Farm. However, only one person attended an Arbor Week Tree Walk offered on a rainy Sunday afternoon in April. Marketing is the limiting factor in attendance for this event that we have control of—weather is another story.



## ON-SITE PROGRAM PARTICIPATION

<b>Community Events</b>	<b>Participants</b>
Walk in the Woods, Oct 9, 2004	11
Tree Tour, Apr. 3, 2005	1
Walk in the Woods, May 14, 2005	25
Business After Hours, July 14, 2005	50
Donor Appreciation Event, Aug. 13, 2005	60
subtotal	147
<b>Workshops</b>	
OFRI Speakers Bureau, Jan. 10, 2005	10
Plant Your Trees Right! Jan. 29, 2005	21
Mt. Beaver Natural History & Control, Feb. 26, 2005	8
OR TOSA (Teachers on Summer Assignment), Mar. 10, 2005	12
Science in the Forest Mentor Training, Mar. 12, 2005	4
Basic Forest Tools (Tree School), Mar. 19, 2005	12
Trees to Know (Tree School), Mar. 19, 2005	20
Felling Small Timber (Tree School), Mar. 19, 2005	20
Field Science Inquiry (Outdoor School staff), Mar. 28, 2005	17
Project Learning Tree, Apr. 18, 2005	11
Basic Forest Tools, June 11, 2005	5
Trees to Know, June 11, 2005	4
Science in the Forest Mentor Training, Sep. 10, 2005	5
subtotal	149
<b>Tours</b>	
Scheduled	10
Special Interest	469
subtotal	479
<b>Youth Education</b>	
During and Out of School Programs Combined	693
<b>ON-SITE PROGRAM PARTICIPATION</b>	<b>TOTAL</b>
	<b>1468</b>

**GOAL 3**     **Gain new Exposure through Marketing & Off-site Outreach:**  
produce print and electronic media, participate in business and civic life in Clackamas County,  
and revise outreach materials.



*Our new tabletop display received many compliments from people met at events in the community. This year staff participated in some new events—the Oregon City Farmer’s Market, and the Backyard Bash hosted by Beaver Creek Telephone Company to raise awareness and funds for local not-for-profit organizations such as Forests Forever, Inc.*

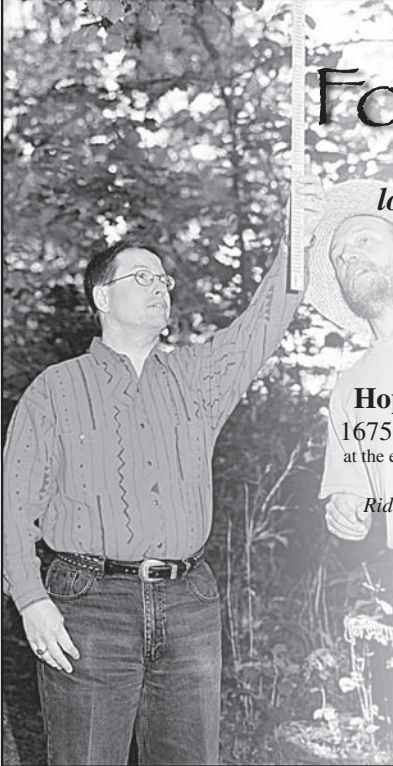
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### **Marketing and Off-site Outreach**

- Print ads appeared twice monthly in two local community newspapers, and monthly in a larger regional newspaper.
- A new tabletop display attracted many visitors and compliments at several large community events.
- [www.forestsforever-or.org](http://www.forestsforever-or.org) needs attention like a growing puppy to keep pace with calendar and seasonal changes.
- Active participation in two local Chambers of Commerce focused on building key relationships with businesses and new supporters in the community.

**OUTREACH EVENT EXPOSURE**

<b>Event</b>	<b>Audience</b>	<b>Exposure</b>
Chambers of Commerce activities	– Business & Civic Leaders	3216
Clackamas County Tree School	– Sponsor, Exhibitor, Instruction	600
Oregon Department of Education	– New Teachers Conference	200
Wilsonville Rotary Club Presentation	– Business & Civic Leaders	22
Oregon City Farmer’s Market	– General Public	200
Oregon Parks & Recreation Association	– Youth Group Leaders	200
Backyard Bash @ Beaver Creek Telephone Co.	– General Public	200
	<b>TOTAL</b>	<b>4638</b>



Saturday, July 9, 2005

# Forest Tour

*Get a behind-the-scenes look at sustainable forestry*

Join us!  
 9:30 a.m. and 1:30 p.m.  
 Call for information  
**503-632-2150**

**Hopkins Memorial Tree Farm**  
 16750 S Brockway Rd., Oregon City  
 at the end of Brockway Road, south of Beaver Creek

*Ride the tree farm bus to a few select stops, where you can walk a short distance for a closer look at a variety of forest management demonstrations.*

*Tours, workdays and community events were marketed using print ads in a six-month trial beginning in April. People are seeing our name and know we are here—some guests have reported seeing our ads.*



*Staff regularly attends Chamber of Commerce meetings where active networking pays off. Several Chamber members have visited Hopkins tree farm, others have contributed materials and money, or provided discounts on a variety of products and services, while others often refer their friends, family and associates to us.*

**We know that outreach brings us success**—we can't just sit in the woods and hope people find us. We have to go into the community, make some noise, be visible, extend ourselves and join in the lives of others if we expect others to join our cause. The Forests Forever Board and Staff believe that active engagement in local civic life is important. The organization will continue to host and participate in a variety of community events, and try new ways to make ourselves and our work known to new audiences.



## PROGRAM ANALYSIS

All program goals described in Forests Forever, Incorporated's 2004-2005 proposed plan of work were accomplished. The Forests Forever Board remains grateful to our Education Consortium Partners, with their generosity our education programs and community outreach efforts have grown significantly. The Board also recognizes the importance of diversifying the ranks of our supporters, thus, Forests Forever is taking necessary steps to grow our funding pool in such a way that allows us to expand our programs.

### **How do our accomplishments benefit our community?**

Volunteer opportunities provide a means for people to deepen their understanding and appreciation for the economic, social and environmental values resulting from a well-managed forest, because they are directly engaged in the "working" aspect of the demonstration forest at Hopkins tree farm. Volunteers take their turn planting and pruning trees, protecting seedlings from rodents, deer and competing vegetation, and share in teaching and learning together at Hopkins Memorial Tree Farm.

Tour participants and casual visitors have an opportunity to see first hand the work and results of different and comparative approaches to forest management. They have a better appreciation for the practice of forestry and how it relates to them as consumers and citizens.

A new and significant opportunity is being realized at Hopkins Memorial Tree Farm. In a way similar to the efforts of Howard Hopkins to "rehabilitate" a forest on this cut-over landscape, FFI staff and volunteers now serve a rehabilitative function in the community: juvenile and adult offenders come to the tree farm to perform community service on their way back to the right path in life.

*...one of our boys came back from the tree farm a couple weeks ago and told his counselor, 'I can't remember the last time I was in the woods, it felt so good, I feel like a new man'. He then called his dad (with whom he's had a somewhat disconnected relationship with since his drug use began) and asked him to go on a camping trip together! You and your woods do GREAT things.... We're blessed to have you as part of our program.*

— DePaul Treatment Center Staff

Youth development remains a primary focus of educational programming at Hopkins Memorial Tree Farm. Education Consortium supporters ensure a diverse mix of opportunities for youth: field science inquiry and woodland tours for class groups; vocational experiences and partnerships with local schools, and service learning and youth-directed projects for high school seniors, Scouts and at-risk youth.

## How do we measure our successes?

Forests Forever, Inc. measures success by the number of activities offered and the volume of participants at each event, and by satisfaction of customers served. Through our programming we expect to attract new casual visitors, program participants and volunteers who join our existing network of volunteers, donors, guests, neighbors and friends.

What we can accurately measure is what we can count. The baseline year for comparison is 2003 when our Community Outreach staff was first hired (in March). Total contact counts (“exposures”), both on and off-site show substantial increases in the number of activities offered *and* the number of exposures when comparing calendar-year 2003 with 2005.

In 2003, thirty-two activities yielded 536 exposures: in 2005 139 activities exposed 5868 people to information about Hopkins Memorial Tree Farm. The increase in the number of events grew greater than four-fold, while exposure gains exceed ten-fold, and average exposures per event (participation rate) increased from fewer than 17 to over 42 exposures per event. Both output and efficiency of our outreach efforts increased during this period.

Mechanisms are not yet in place to reliably measure the impact that may result from our education programs, such as the change in perception of forest management, or understanding of the role that consumers play in resource sustainability. Absent proper evaluation tools we can only report on customer satisfaction from sources such as a Thank You card:

*I had a fun and informative time yesterday in the Hopkins Memorial Forest.... Thank you for the leaf samples and interesting tips.... Did you notice? —I was in such a ‘tree tizzy’ that I drove down the wrong road to go home and wound up taking another tour (by car) through the forest.*

Program evaluation tools that measure immediate knowledge gain, attitude or perception change seem straightforward and easy to implement. Follow-up surveys and impact studies to determine actual use of information or skills; the influence of our programs on continued education and career pathways of participants present a challenge given current staffing and resources.

The FFI Board and staff recognize the necessity to measure and report program impact details to our Education Consortium partners. Gathering this information is a focus of staff in 2006.

## **Why should FFI Education Consortium Partners continue their support?**

The foundation of Consortium funding provided by Clackamas County Commissioners through Title III appropriations; and the Oregon Forest Resources Institute, and the Weyerhaeuser Company Foundation catalyzed significant growth of a previously all-volunteer organization. The generosity of these funders attracted additional financial contributions from individuals and private businesses in our community. Combined, these resources allowed our reach into the community and the community's involvement at Hopkins Tree Farm to grow greater than ten-fold in less than three years.

Forests Forever continues to build on existing relationships with Clackamas County Extension and the Clackamas County Farm Forestry Association. As with diversification of our funding resources, we are diversifying our associations and partnerships in the business community through active membership in two local Chambers of Commerce. Consortium partners support our participation in the community, and the community's participation in our activities. By expanding our outreach we are transforming our base of customers and supporters.

Additional partners in our successful growth of programming include a handful of natural resource oriented agencies, businesses, and several individuals who made contributions of their time, expertise and materials during the past year. Without these generous in-kind gifts we would not have come so far in so short a time.

Consortium support of outreach has allowed Forests Forever to attract new customers. In addition to our long-standing relationship with North Clackamas School District, we now host Science in the Forest programs in partnership with Wolfree, Inc. who bring dozens of students to the tree farm each year to explore ecological questions. After-school and vacation programming are now part of the staple of programming, while a new 4-H club based at Hopkins Memorial Tree Farm is taking shape for 2006.

More people were involved in more activities at Hopkins Memorial Tree Farm than in any year since FFI incorporation in 1990—possibly more than all previous years combined! More people in the community are hearing and talking about Hopkins Memorial Tree Farm. More people are looking to the demonstration forest at Hopkins to provide a place for recreation and to spend time in nature. New opportunities to be involved in resource management, in taking care of our facilities and enjoying the benefits of a well-managed forest become more evident to those who invest time here—and more people are investing themselves here. Education Consortium Partners support our growth as a community resource.



*These students who recently visited Hopkins Memorial Tree Farm to learn about the forest may someday serve on our Board of Directors. Certainly, these children will grow to become decision-makers in their households and voters in their community. The growing importance of an educated citizenry to the sustainability of our forests is evident—this is why we do what we do.*