

2024 IMPACT REPORT



GEORGIA FORESTRY
FOUNDATION

STRENGTHENING

Our Future



Live Forestry Exploration with Georgia Public Broadcasting: Bringing Georgia's forests to life for **+50,000** students, teachers, and parents, exploring the benefits of working forests! Watch at gpb.org/trees.

GROWING OUR IMPACT

+175,100

Georgians Reached Through
In-Person Events or Digital Content

+50,000

GPB Live Exploration Viewers

+600

Agricultural Educators Engaged with
Forestry Curriculum and Resources

BUILDING NEW RELATIONSHIPS



TARGET



Smurfit
Westrock



Accelerating Markets for Mass Timber:

Driving mass timber forward by awarding three construction projects \$25,000 each, along with top-notch engineering support from WoodWorks.

SUPPORTING FORESTRY COMPETITIVENESS



Forestry Land Use & Cost
of Community Services
Analysis

Harvesting and Logistics
Safety and Community
Impact Research



SUSTAINABILITY COMMUNICATIONS:

Atlanta Braves Green Game Celebration

Supporting the
connection between
corporate sustainability
and working forests





IMMERSIVE EDUCATION:

Farmcraft Mass Timber Challenge

+5,000 children
reached through a
statewide e-sports
challenge



What is Farmcraft for Forestry?

Georgia NASEF Farmcraft® is a free educational program for **students ages 8-18** that uses the popular computer game **Minecraft** to enhance the understanding of specific **challenges faced by agricultural producers** and distributors -- including forestry -- in Georgia and around the world.



**+600 Kids
12 Chapters
9 Counties**

BOYS & GIRLS CLUB PARTNERSHIP:

**Working Forest
Summer Field
Trips for K-12**



**EDUCATION
& LEADERSHIP**

COMMUNICATIONS

**ENVIRONMENTAL
SUSTAINABILITY**

**ECONOMIC
COMPETITIVENESS**

PES MARKET DEVELOPMENT

- Development of a pilot water market
- Lead discussion on forest product carbon
- Expand Georgia Bird Bookings to offer greater access to recreational revenue



PRODUCT INNOVATION

- Explore research to enhance awareness of innovative wood products (SAF, Lignin-Based Batteries, Bioplastics)



MASS TIMBER

- Mass Timber Accelerator
- Build awareness of carbon registry
- Explore incentives for using Georgia-grown wood



SEEDLINGS TO SOLUTIONS

- Expanding seedlingstosolutions.org
- Develop economic development campaign to enhance awareness of innovative forest products



AT-SCALE LANDOWNER OUTREACH

- Forestry101 Online Content Hub
- Landowner Data Collection
- Boots on the Ground (Outreach Foresters)



HIGH SCHOOL PROGRAMMING

- Pilot Local Forestry Workforce Pipeline
- Explore HS Certification & Dual Enrollment
- Explore heavy equipment CDE
- Funding for Partnerships (BePro BeProud)

K-12 EDUCATION REACH

- GPB LIVE Exploration (+40,000)
- FarmCraft E-Sports Contest (+5,500)
- Boys & Girls Club Forestry Field Days (+900)
- Partnerships, Content Development



ENGAGE URBAN AUDIENCES

- The Forest Mass Timber Display
- Partnerships with Atlanta-based brands (i.e. Braves, IKEA, Target, Home Depot)
- Develop better in-person experiences



CHECK OUT OUR INTERACTIVE IMPACT REPORT!

See additional data, photos and videos at www.gffgrow.org/2024impact