2024 IMPACT REPORT

GEORGIA FORESTRY FOUNDATION

Our Future

STRENGTHENING



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.

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.

GROWING OUR IMPACT

+175,100

Georgians Reached Through In-Person Events or Digital Content

SUPPORTING FORESTRY COMPETITIVNESS



Forestry Land Use & Cost of Community Services **Analysis**

Harvesting and Logistics Safety and Community Impact Research



+50,000

GPB Live Exploration Viewers

+600

Agricultural Educators Engaged with Forestry Curriculum and Resources

BUILDING NEW RELATIONSHIPS













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.



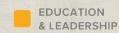


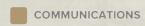
+600 Kids 12 Chapters 9 Counties

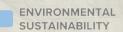
BOYS & GIRLS CLUB PARTNERSHIP:

Working Forest Summer Field Trips for K-12











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

AT-SCALE LANDOWNER OUTREACH → Forestry101 Online Content Hub Landowner Data Collection

Boots on the Ground (Outreach Foresters)

PRODUCT INNOVATION

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



HIGH SCHOOL PROGRAMMING

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

MASS TIMBER

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







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

SEEDLINGS TO SOLUTIONS

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





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