



**FOREST LANDOWNERS  
FOUNDATION**

**2024**

# **ANNUAL REPORT**

**THE ONLY FOUNDATION DEDICATED TO AMERICA'S  
FOREST LANDOWNERS**



**FOREST  
LANDOWNERS  
FOUNDATION**



# On The Cover

Photo (left): Forest Policy Institute Students pose for a picture at the U.S. Forest Service building.

Photo (center): Foundation Trustee, Wayne Alexander, accepts the 2024 Champion of the Year Award from Foundation President, Dr. Lauren O'Shea.

Photo (right): A Forest Policy Institute student in front of the U.S. Capitol building.

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## FLF's Annual Report

The Forest Landowners Foundation (FLF) is proud to present its first Annual Report, a milestone in our commitment to transparency, impact, and growth. This report highlights the Foundation's achievements over the past year, showcasing the ways we are advancing private forest land stewardship, supporting future forestry leaders, and ensuring working forests remain a vital part of our nation's landscape. By sharing our progress and vision, we invite our supporters to join us in shaping the future of sustainable forestry.

To support our mission, consider making a donation at [SupportFLF.org](https://SupportFLF.org) or using the QR code below. Your contribution helps us continue our work—ensuring that private forests thrive for generations to come.



*Lauren O'Shea*

Dr. Lauren O'Shea  
President, Forest Landowners Foundation



## Who We Are

We are the only foundation dedicated to America's forest landowners, the lifelong stewards of over half of the country's forests.

## Creating a thriving future for forests and the landowners who sustain them



## What We Do

We support sustainable forests and the landowners who cultivate them to meet America's economic, social, and ecological needs.



## Where We Focus

- Telling the Story of America's Private Forest Landowners
- Providing the Tools for Forest Landowners' Success
- Preparing the Next Generation of Future Forestry Leaders

# LETTER FROM THE CHAIR

As a multi-generational forest landowner, I am honored to serve as Chair of the Board of Trustees for the Forest Landowners Foundation. Thanks to the generosity of our supporters, the Foundation is poised for success in 2025 and beyond, as we continue to innovate and serve forest landowners across the United States.

What makes FLF different from other organizations? We are the only foundation dedicated to sustaining the forest landowner, not just the forest. The Foundation strategically addresses issues faced by the stewards and caretakers of America's private forests. I believe in the work the Foundation does every day to help forest landowners sustain their economic viability and continue their legacy through the stewardship of future generations.

Today, I am pleased to share with you the Foundation's first-ever Annual Report. The following pages highlight how much the Foundation has grown its impact over the years. I trust that as you read this report, you will connect with our program areas, share in our recent successes, and embrace our common goals for the future.

If you would like to learn more about how you can engage in the Foundation's critical work, please contact me or the Foundation's President, Dr. Lauren O'Shea. We would be happy to arrange a meeting or phone call to discuss the important work of the Forest Landowners Foundation.

Sincerely,



Robert H. Crosby III  
Chair of the Board of Trustees, Forest Landowners Foundation  
President, Crosby Land & Resources, L.L.C.



# FOUNDATION LEADERSHIP

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## **Dr. Lauren O'Shea, Foundation President**

Dr. Lauren O'Shea joined FLF as its President in October 2023. Lauren is an interdisciplinary leader in forestry, natural resources, and collaborative conservation with a proven track record working on behalf of private forest landowners to build innovative, real-world solutions to challenges landowners face both today and into the future. She holds a law degree and a Ph.D. in Forest Resources from the University of Georgia.

## **Robert Crosby, Foundation Chair**

President, Crosby Land & Resources  
4th Generation Louisiana Forest Landowner



## **Barrett McCall, Foundation Vice Chair**

Larson & McGowin, Alabama

## **Scott Jones, Foundation CEO**





**Wayne Alexander, Trustee**

1st Generation Texas and Louisiana Forest Landowner



**Michael Crowell, Trustee**

5th Generation Louisiana Forest Landowner



**David Hall, Trustee**

4th Generation Mississippi Forest Landowner



**Joe Hopkins, Trustee**

4th Generation Georgia Forest Landowner



**Lee Wright, Trustee**

1st Generation Georgia Forest Landowner



Foundation Trustees (left to right): Wayne Alexander, Joe Hopkins, Lauren O'Shea, Barrett McCall, Robert Crosby, Hayes Browne (former trustee), Michael Crowell, David Hall, and Lee Wright.



# FOUNDATION HISTORY & GROWTH

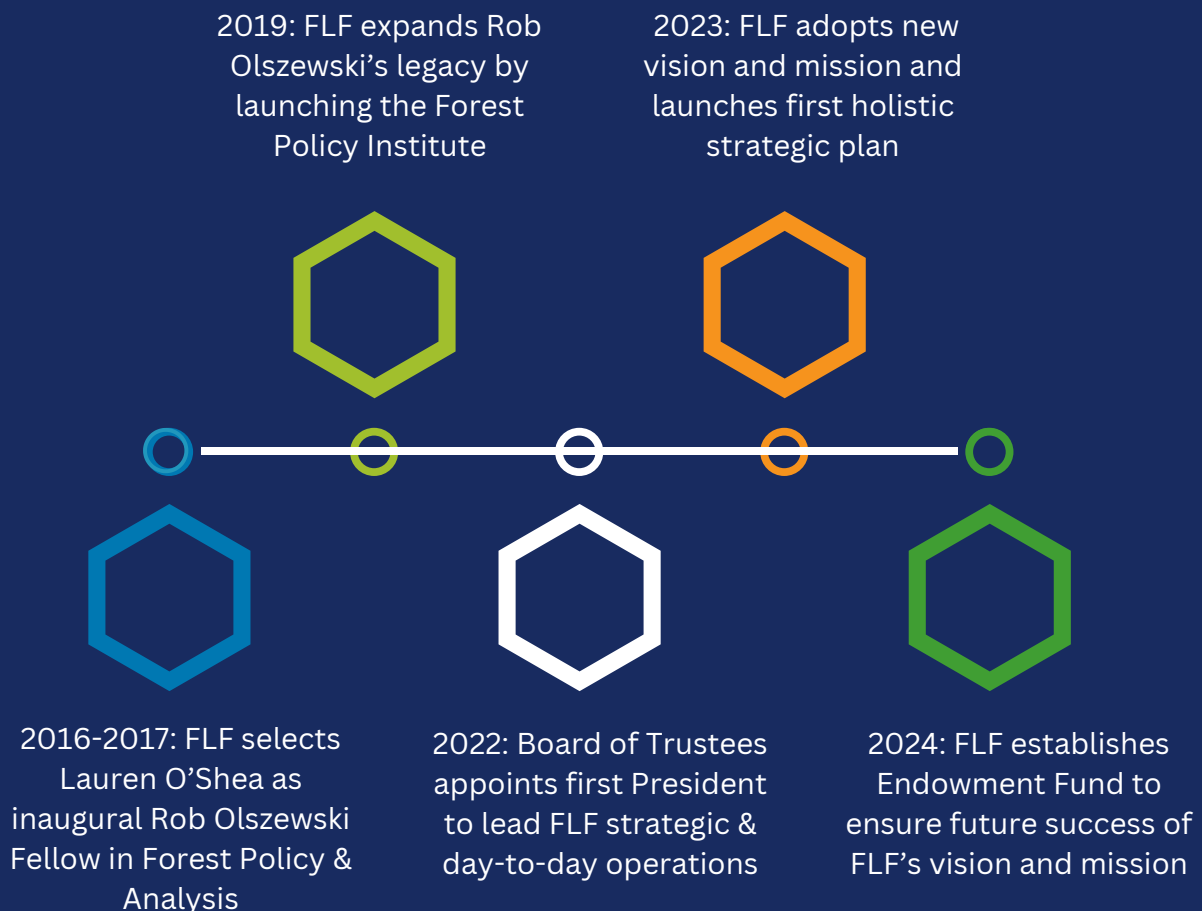
The Forest Landowners Foundation was founded in 1986 as a tax-friendly way for the forest industry and community to make charitable donations supporting research and education to enhance forestland ownership.

The Foundation has grown from administering scholarships for college students and one-time projects to a much broader strategic vision. This was achieved through a suite of programs focusing on supporting America's private forests and the landowners who sustain them. An important part of the Foundation's initial work was the Woodlands Management Course where FLF partnered with University Extension agents nationwide to help landowners become more successful with their ownership. Chuck Leavell often refers to this course as one he studied on the tour bus with the Rolling Stones.

It is thanks to the vision and hard work of the Foundation's past leadership, such as Phil Hardin (Chair 2003-2007), Mary Clapp (Chair 2007-2008), Rob Olszewski (Chair 2009-2016), and Joe Hopkins (Chair 2016-2023), that FLF is poised for success today and in the years to come.

Through steady growth across the Foundation's grassroots support, major contributions, and grant funding, FLF has evolved into a powerful strategic organization.

## RECENT FOUNDATION MILESTONES



# 2024 NATIONAL CONFERENCE OF PRIVATE FOREST LANDOWNERS

The Foundation's work was showcased at the 2024 National Conference of Private Forest Landowners, which was held in Broomfield, CO, on June 25-26, 2024.



The Foundation hosted a panel discussion focused on new and innovative approaches to overcoming barriers that forest landowners face in accessing strong and healthy timber markets. The panel, *A Proactive Approach to Sustainability: Using Data and Storytelling to Show How Your Forest Benefits Everyone*, was moderated by FLF President Lauren O'Shea and featured insightful conversations with Katie Fernholz, President/CEO of Dovetail Partners, Julia Kertz Grant, Director of Policy for Green Diamond Resource Company, and Jeremy Poirier, Senior Manager of Fiber Certification and Sustainability for International Paper. For more of FLF's work on sustainable forestry, see pg. 11.

The 2024 Champion of the Year award honors Wayne Alexander for his leadership and dedication to the Foundation's success. A valued FLF Trustee since 2018, Wayne consistently goes above and beyond for America's forest landowners. On his East Texas family forest, he instills stewardship values in his children and grandchildren, ensuring a lasting legacy.



As part of our work to prepare the next generation of forestry leaders, the Foundation brought two promising students from Michigan State University, Parker Hopkins and Ichchha Thapa, to the 2024 National Conference of Private Forest Landowners. Earlier in 2024, they had attended FLF's Forest Policy Institute. By joining us at the conference, Parker and Ichchha had the opportunity to build upon what they had learned, share their research, and network with private forest landowners from across the nation. For more on our work with future forestry leaders, see pg. 13.



# FOUNDATION FINANCIALS

The Foundation gets support from both donations and through grants issued through partner agencies and organizations. Each year, contributions to the Foundation have increased, placing FLF in a great position to continue to work for America's private forest landowners.

## Your Contributions at Work



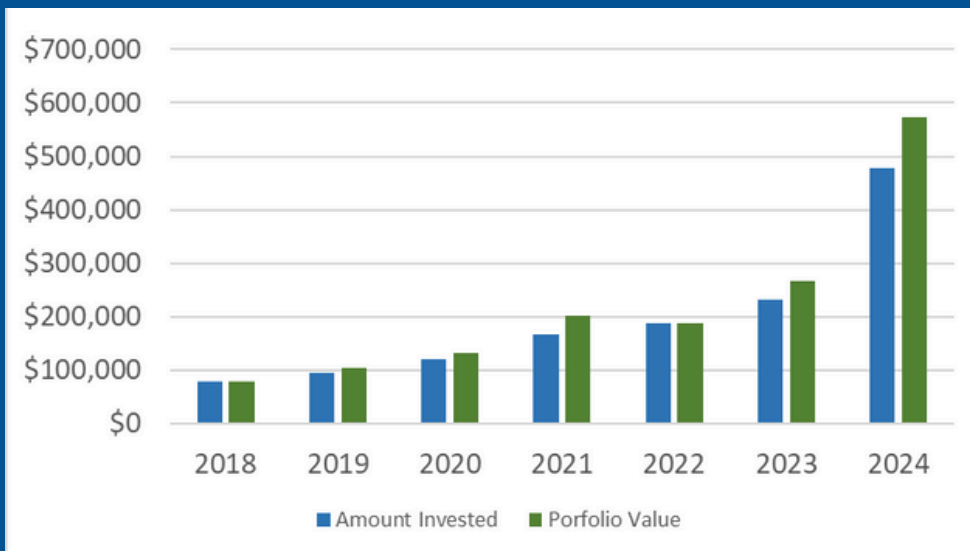
**Total Support & Revenue: \$815,640**

**Total Expenses: \$669,179**

**Change in Net Assets: \$146,461**

## Building for the Future

### Foundation Endowment



In 2024, the Foundation established an Endowment Fund to ensure ongoing financial support for its mission and vision. With seed funding reaching more than \$500,000, the immediate goal is to grow the fund to \$2 million. The Endowment Fund is managed according to the Foundation's Investment Policy, which outlines the investment objectives, distribution policies, and guidelines for managing these funds.

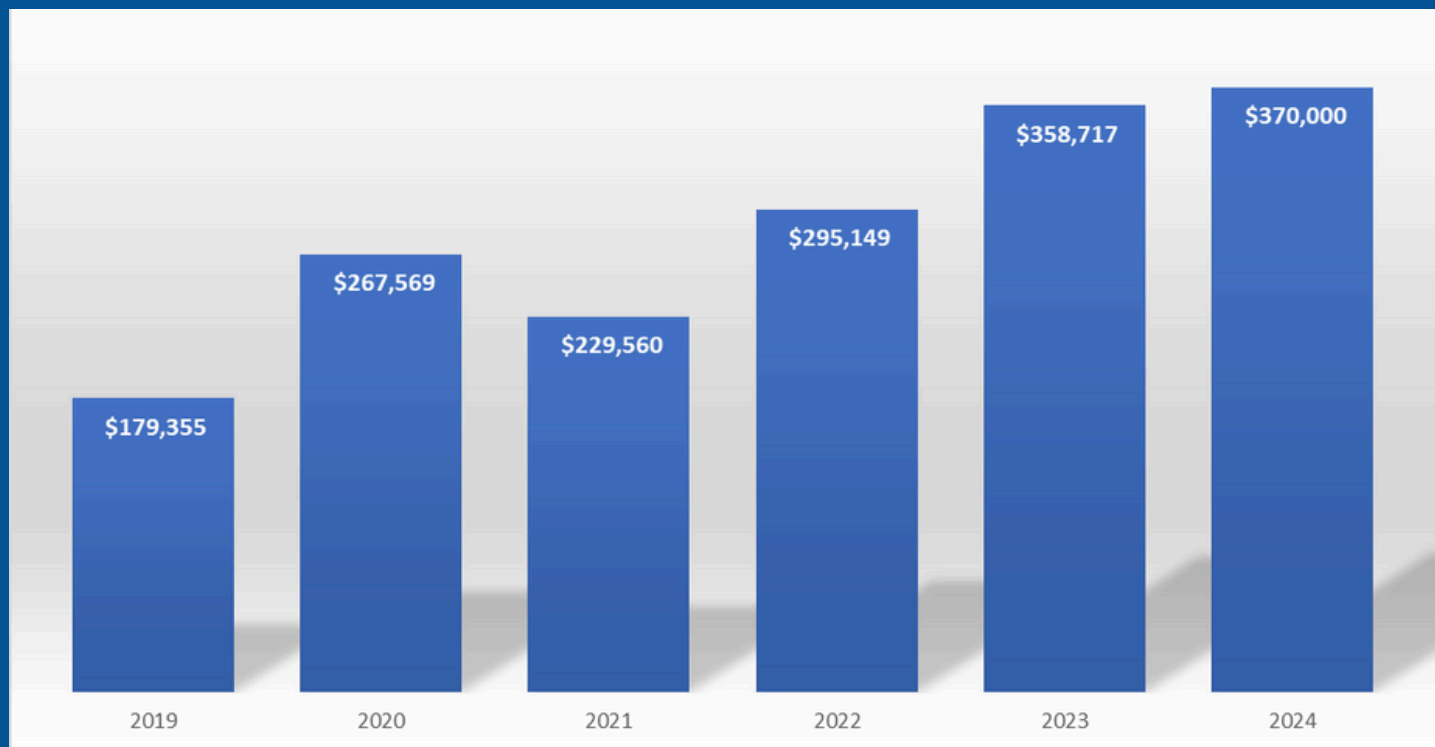


**The Foundation Endowment more than doubled in size in the last 12 months.**

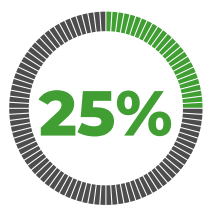
# 2024 FLF CONTRIBUTIONS

In 2024, the Foundation raised an all-time high in support through donations raising a total of **\$370,000** from **162 total donors**. Donations were highest around the spring fundraising campaign, the National Conference of Private Forest Landowners and the fall fundraising campaign.

## GROWTH IN CHARITABLE CONTRIBUTIONS



## Donor Statistics



Increase  
in total  
donors



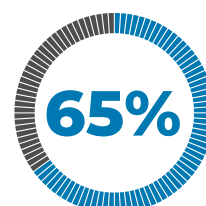
Champions  
(donors of \$1k+)



Donors of  
\$2.5K+



Donors of  
\$5K+



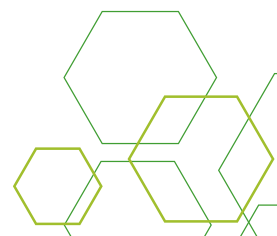
Increase  
in Donors  
of \$10K+



13 First-Time Donors



28 Donors Gave  
More in 2024



# 2024 FOUNDATION SUPPORTERS

## Champions

### \$25,000+

Crosby Land & Resources  
Joe & Julie Hopkins  
Norfolk Southern Corporation  
Mary Schwerin

### \$10,000 - \$24,999

Larry David Cogburn  
Michael & Noelle Crowell  
Hall Timberlands  
J. Blake Sullivan

### \$5,000 - \$9,999

Wayne & Jennie Alexander  
Burgin Timberland Management  
Ann Reiley Jones  
The Keadle Lumber Foundation  
Larson & McGowin, LLC  
Stuckey Timberland  
Lee & Sonya Wright

### \$2,500 - \$4,999

Acorn Alcinda Foundation  
Deborah Carter  
Davis DuBose Knight  
Forestry & Real Estate, LLC  
Forest Resource Consultants  
Joy B. Gill  
Scott Griffin  
Johney & Roxie Haralson  
William H. Hodges Jr.  
International Paper

### \$2,500 - \$4,999 (cont.)

J. C. Lewis Foundation Inc.  
David Jolly  
Northwestern Land &  
Timber, LLC  
Resource Management Services  
Reese Thompson  
Toledo Manufacturing Company  
Marc & Penny Walley  
W.C. Hopkins & Sons  
Ross & Mary Whipple

### \$1,000 - \$2,499

Matthew & Amy Alexander  
Richard & Mary Alexander  
Stephen H. Anderson  
Andy Barrs  
Earl & Wanda Barrs  
B. R. Mosley Land Company LLC  
Beach Timber Company, Inc.  
David Brazeale  
Hayes & Carrie Brown  
Linda Bruton  
Sarah Burgin  
John M. Burlingame  
Franklin Clark III  
Robert & Kim Crosby  
Michael & Pamela Cuff  
Henry Darden  
Dave Donaldson  
Shirley Crawford Dorrrough  
Molly & Wade Edington  
F & W Forestry Services, Inc.

### \$1,000 - \$2,499 (cont.)

John Gowen  
Jim & Mary Granskog  
Wade & Vanessa Hall  
Philip A. Hardin  
Pete & Katie Herron  
John C. Hine  
Hodges II Foundation, Inc.  
Alva Joseph Hopkins IV  
Billy & Janice Humphries  
Humber Ingram  
Jamestown L.P.  
Greg & Melissa Johnson  
Drew & Laura Jones  
Harry Jones  
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Jeffrey D. Lageman  
Lone Rock Resources  
Jeremy Miller  
Mizell Development, Inc.  
Scott & Christy Mooney  
W. Allen Nipper  
Lauren O'Shea  
William A. Owen III  
Seth & Britt Palmer  
Mac & Suzanne Peden  
Pete & Linda Prutzman  
Andy Reynolds

The Forest Landowners Foundation deeply appreciates your support in 2024. Your generosity drives our mission to ensure a thriving future for forests and the landowners who care for them.

**\$1,000 - \$2,499 (cont.)**

Lee & Cathy Rhodes  
Bond Starker  
Starker Forests, Inc.  
Stevens Forestry Service, Inc.  
Superior Pine Products Company  
Thad & Cynthia Taylor  
Reese Thompson II  
Floyd Wade  
Werner Timber Co., LLC  
Charles & Jane Williston  
Patrick & Lynn Wilson  
Mary Aiken Wright

**PARTNERS**

**\$500 - \$999**

Robert Bethard  
David T. Brown  
Jimmy Bullock  
Chasley Land & Timber, LLC  
Betty Cilsick  
Sam Coker  
Joseph & Judy Denison  
Davis Love Fair III  
Conrad J. Franz  
Bob Izlar  
James I. Alfriend Consulting  
Foresters, LLC  
Jeff Lacksen  
Claire Lee  
Tom Margo  
Steven Peter  
PRT/IFCO Seedlings  
Roseburg Resources Co  
Tinkey Timberlands, LLLP

Trimble Family Land  
Company LLLP  
Fred Warnell  
Pete Williams  
Wohlwender Estate  
Properties LLC

**Up to \$499**

Terrell T. Baker  
James H. Barton III  
James Benson  
John Berger  
Bill Ardrey Forestry  
Flo Bliss  
Paul A. Calame Jr.  
C.H. Cannon Company  
Cumberland Springs Land Company  
David Duncan  
C. Paul Eason  
Christopher Elwell  
Gordon Green  
Mary Beth Glover  
Chris P. Gowen  
Stephen Harp  
Troy Harris  
Greg Hay  
H.F. Associates  
Dickerman Hollister Jr.  
Hugh Lentile  
Walt McPhail  
Dale R. Newport  
Ned Oswald  
Amy Palmer  
Sheryl Pannell  
William Pfeiffer  
Robert Pierson

**Up to \$499 (cont.)**

Rodger D. Rak  
Ann Sell  
Jeffrey Siegrist  
The Sledge Foundation  
Galen Smith  
Southern Appraisals Inc.  
Blake Stansell  
Gary Stephen Strickland Sr.  
O.S. Suiter Jr.  
Anne C. Thomas  
Thompson Forest Consultants, Inc.  
Larry S. Walker  
Jason Watson  
Elizabeth O. Weller  
James J. Winn Jr.  
Kenton Wright

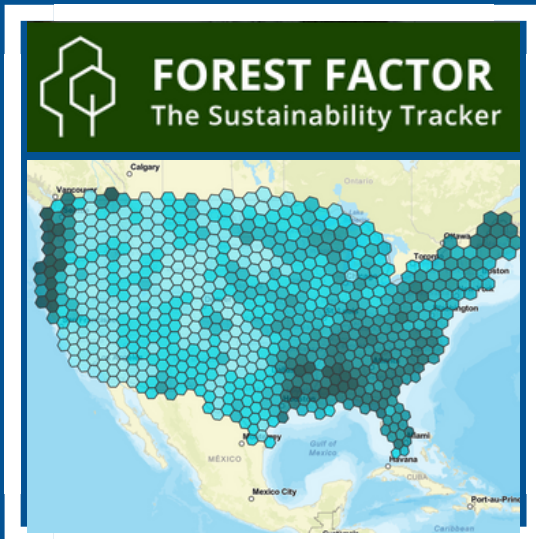


**FOREST  
LANDOWNERS  
FOUNDATION**



# YOUR CONTRIBUTIONS AT WORK

The Forest Landowners Foundation is creating a thriving future for forests and the landowners who cultivate them to meet America's economic, social, and ecological needs. This is done by focusing on three key areas: telling the story of America's forest landowners, providing the tools for landowners' success, and preparing the next generation of future forestry leaders. Below is an overview of our programs and achievements in 2024.



## TELLING THE STORY OF AMERICA'S FOREST LANDOWNERS

The Foundation recognizes the vital role of markets for private forest landowners, and it is working to secure market access and sustain healthy markets. FLF shares sustainability stories of the unseen stewards of over half of America's forests, ensuring they reach the audiences that matter most.

The Foundation, in partnership with the U.S. Forest Service and others, is leveraging two grants to highlight the vital contributions of America's private forest landowners by combining scientific data with personal narratives.

- **Forest Factor: The Sustainability Tracker** is a web-based app providing transparency into sustainable forest management practices across the U.S., meeting the market's growing demand for data-driven insights.
- **Sustainable Forestry in the Modern Era: Moving Beyond Certification to Embrace Innovation** is a groundbreaking report and communications strategy showcasing innovative approaches that go beyond traditional certifications to address sustainability and the evolving challenges private landowners face.

These initiatives showcase not only the sustainable practices of private forest landowners, but highlight how healthy markets, enable more sustainable forestry practices. Both initiatives will launch in early 2025.

*Explore Forest Factor*



# PROVIDING THE TOOLS FOR LANDOWNERS' SUCCESS

FLF is working to equip forest landowners with the tools they need to sustain their long-term economic, social, and ecological viability for generations to come.



## SUCCESSION PLANNING WORKSHOPS



Each year during the National Conference of Private Forest Landowners, the Foundation hosts a workshop for families seeking resources and support in the important work of succession planning to ensure family forest businesses are successfully passed on to the next generation.

## COSTS & TRENDS OF SOUTHERN FORESTRY PRACTICES



Partnering with the U.S. Forest Service and Auburn University, the Costs and Trends of Southern Forestry Practices program, dating back to 1952, now offers a free, online database. This web-based tool enables landowners to assess costs and long-term trends in various forestry practices, enhancing their decision-making and bottom line.

## LANDOWNER LEARNING SESSIONS



FLF hosts online learning sessions throughout the year to educate private forest landowners about opportunities, innovations, and initiatives designed to support their long-term success in forest management.

## Access the Costs & Trends Dashboard



# PREPARING THE NEXT GENERATION OF FUTURE FORESTRY LEADERS

FLF is offering essential opportunities for the next generation of visionary forestry professionals to develop their leadership and communication skills, ensuring they are well-equipped to continue the proud tradition of America's private forest legacy for generations to come.

## FOREST POLICY INSTITUTE

Each year, the Foundation invites students from forestry schools across the country to engage in a real-world, hands-on learning experience in Washington, DC, including meetings with top federal officials, trade associations, conservation and sustainability partners, and members of Congress.



*More info*



“ It was eye-opening to be in Washington, DC, and see how everything works and to be immersed in it. We're taught about it, we see it on TV, and we read about it in a textbook, but it's not the same as actually being on the ground experiencing it.

-Caden Pfluger, 2024 Forest Policy Institute Student from Stephen F. Austin State University

12 STUDENTS *from* 6 UNIVERSITIES

2024





# CELEBRATING NATIONAL FOREST PRODUCTS WEEK ON COLLEGE CAMPUSES

The Foundation collaborates with forestry schools and industry partners across the country to celebrate National Forest Products Week on college campuses. FLF provides the tools and resources for forestry students to educate their campus community about why wood is good and to hold events on campus featuring speakers from forest landowners to industry professionals. By the end of the week, students have gained communication and leadership skills as they teach their campus peers and learn from industry experts about the importance of wood products to American society.



UNIVERSITY OF GEORGIA  
Warnell School of Forestry & Natural Resources



National Forest Products Week was a great success. We had about 30 students, 30 alumni, and university administrators who were able to explore the future of forest products from a variety of viewpoints. Overall, the event was a hit and was the talk of our students for some time afterwards.

-Dr. Joshua Adams, Forestry Program Chair, School of Agricultural Sciences and Forestry, Louisiana Tech University



*Thank you!*  
*to our Sponsors:*





# LOOKING FORWARD

## New 2025 Initiatives

### Telling the Stories of Landowners Recovering from Natural Disasters

Every year, millions of acres of America's forestland are damaged or destroyed by natural disasters such as wildfires, hurricanes, wind, floods, pests, and diseases. These catastrophic events are now seen as an ever-present and growing threat to the long-term investments made by forest landowners—investments that provide enduring economic, ecological, and social benefits to society. With the increasing frequency and severity of natural disasters, a growing number of forest landowners are facing the sheer devastation, the economic losses, and the monumental task of recovering, restoring, and replanting their forests. FLF, in partnership with FLA, is working to provide the tools for economic certainty for private forest landowners with the shared goal of keeping forests as forests.



Unfortunately, forest landowners lack access to federal crop insurance, safety nets, and programs that are fundamental to disaster recovery in other agricultural sectors. Recent natural disasters like Hurricane Helene, wildfires in the West, and Eastern spruce budworm in the Northeast have shown that America's forest landowners face many challenges in managing for forest resiliency and in accessing disaster recovery tools when tragedy strikes.

In 2025, FLF is launching a new initiative to tell the stories of landowners whose forests have been devastated by natural disasters. In addition to our ongoing work telling the story of sustainable forestry on America's private forestlands, the Foundation will be gathering new statistics and new stories from landowners impacted by natural disasters, shedding light on the challenges they face and the support they need to successfully recover, reforest, and rebuild.

# CREATING A NETWORK OF FUTURE FORESTRY LEADERS

For nearly four decades, the Forest Landowners Foundation has been dedicated to nurturing the next generation of forestry leaders. Since awarding its first scholarships to forestry students in 1987, the Foundation has continuously supported emerging talent. From the Rob Olszewski Fellowship established in 2016 to this year's exceptional class of 12 Forest Policy Institute students who traveled with FLF to Washington, DC, the Foundation has empowered over 100 rising stars in the field of forestry.

In 2025, FLF will unite this community by launching the Forestry Leadership Alumni Network. By reconnecting alumni with those in the early stages of their careers, the Foundation aims to enhance mentorship, networking, and communication opportunities. FLF looks forward to celebrating the success stories of this remarkable group of leaders in 2025.



## Beyond 2025

The Forest Landowners Foundation aims to champion sustainable forestry and support the landowners who steward these vital resources to address America's economic, social, and ecological needs. As FLF looks beyond 2025, the Foundation remains steadfast in anticipating the future challenges and opportunities that will impact private forest landowners and the natural resources they manage for generations to come. With a commitment to continuous growth, proactive strategies, and innovative thinking, the Foundation is poised to lead and partner with others in shaping a sustainable future for America's forests and their caretakers.



# HOW TO REACH US



[WWW.SUPPORTFLF.ORG](http://WWW.SUPPORTFLF.ORG)



(404) 325-2954



[INFO@SUPPORTFLF.ORG](mailto:INFO@SUPPORTFLF.ORG)



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**Forest  
Champion**  
*Today*



Report prepared by  
Michelle Cain, Director of Communications, Forest Landowners Foundation