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Trees For Tomorrow, Inc. is a 501(c)3 nonprofit organization. Contributions are tax-deductible as permitted by law.

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Special Thanks
to Wisconsin Public Service (WPS) for printing this newsletter. Thank you so much!

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ELECTRONIC SERVICE REQUESTED

MISSION

Trees for Tomorrow promotes sustainable management of our natural resources through transformative educational experiences. Our field-based programs, which place people in direct contact with resources that support human needs, teach knowledge and skills leading to responsible lifestyle choices. This experience inspires informed participation in policy-making and promotes stewardship and renewal of natural resources for use by future generations.

VALUES

Trees For Tomorrow values the following as central to our success:

Balance
Natural resources must be managed for multiple uses for the long-term benefit of everyone. One resource cannot be managed without considering the effect on all others — forest, water, wildlife, soils, etc.

Sustainability
Humans rely on natural resources for survival and quality of life. Our natural resources base is limited and demand is increasing. Proper management and responsible use is essential.

Collaboration
Strong, mutually supportive relationships with a variety of partner organizations, corporations, campuses, agencies and individuals enhance the Trees For Tomorrow experience and advance the Trees For Tomorrow mission.

Professionalism
The highest standards of excellence are maintained by professionally qualified personnel who share a positive attitude, generosity of spirit, high ethical standards, and are open to the views of others.

Fun
Experiences at Trees For Tomorrow include enjoying the environment and the family of people within it who enjoy what they do and share that enthusiasm with others.

ANNUAL REPORT

Preparing today's youth to be tomorrow's stewards of our natural world

2018

The ultimate test of man's conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard.

- Gaylord Nelson

message from the board president

Challenges

Jesse Long
Asplundh Tree Expert, LLC

As we turn the page on 2018 and celebrate our 75th anniversary year, I would like to reflect on some challenges we have faced and to issue new challenges moving forward. We are all familiar with the struggle it takes to become the best at something. I firmly believe that Trees For Tomorrow is the gold standard in natural resources education. This did not happen easily or without challenge. However, it is the staff's ability to overcome challenges in budgets, staffing, facility maintenance and many other day-to-day operational issues that create this highly successful organization.

Executive Director Robin Ginner, Operations Manager Cheryl Todea, Office Manager Juli Welnetz, Community Engagement Coordinator Chantel Kuczmarski and the rest of the staff have done amazing things for Trees For Tomorrow. It is their belief and commitment to the mission and values that pave the path for continued success. I challenge each of you to not rest on past success, remain financially prudent, add new groups, and continue to promote the message of this outstanding organization.

2018 was a difficult challenge financially. Lost revenue from cancellations, added unforeseen expenses and the unsuccessful Cranberry Crush Casino Night & Music Fundraiser all contributed to the financial struggle. Fortunately, 2019 is off to a better start. If the 75th anniversary gala held in Rothschild is any indication, 2019 will be a very successful year.

Mia Hamm, an American professional soccer player once said, "It is more difficult to stay on top than to get there." Considering that Trees For Tomorrow is a top speciality school in natural resources education, the next challenge is how do we stay there? I am honored to be involved in what I believe to be part of the answer to that question, the Strategic Planning Committee. It is our hope that the strategic plan we develop and implement will ensure our ability to strengthen and grow the legacy of Trees For Tomorrow.

> ***"It is more difficult to stay on top than to get there."***
>
> **- Mia Hamm**

Finally, I challenge each of you to do your part to contribute to the overall health of Trees For Tomorrow. Whether it's the golf outing, Forest Fest, a lead on a corporate sponsor, a donation of time or money, or a simple visit to the campus, your involvement will ensure that the tradition and excellence of Trees For Tomorrow continues on.

2018 EVENTS

Trees For Tomorrow's events continue to grow year after year. With every person who registers or attends, and every company that sponsors, more funds are available for TFT to bring even more students to our campus for a once-in-a-lifetime learning experience.

TFT held two major events in 2018: Our 16th annual Golf Outing Fundraiser, and the 8th annual Forest Fest. In total, these two events brought in a line-item net profit of over $20,000 to be used toward supporting our programming and scholarships. TFT did not host a banquet fundraiser in 2018, and instead opted to move the date up to spring of 2019 to coincide with our 75th anniversary.

2018 saw the hiring of a new Community Engagement Coordinator to take on events coordination and increase our marketing and communications with sponsors, supporters, alumni and the greater community.

Our events wouldn't be successful without the help of our volunteers, sponsors and supporters. Thank you to everyone who helped make 2018 a success!

Golf Outing Held in June

The 16th annual Golf Outing Fundraiser was held on June 1 at the Eagle River Golf Course. The event attracted 82 golfers from across Wisconsin and the Upper Peninsula of Michigan. The outing raised $15,600 for scholarships and program support.

This year's Golf Outing is scheduled for May 31, 2019 at the Eagle River Golf Course.

Forest Fest Held in July

The 8th annual Forest Fest Family Fun Day was held on July 28th at Trees For Tomorrow's campus in Eagle River. The event boasted logging and machinery demonstrations, music, arts and crafts, visits with our education animals, and a myriad of presentations and demonstrations on the legacy of the timber products industry in the Northwoods. Over 1,300 people attended the event and donated generously to our "suggested donation" box and sponsorships, bringing in a net profit of $6,640 – a 160 percent increase over 2017! Our attendance also increased another 10 percent in 2018 as this popular event continues to grow.

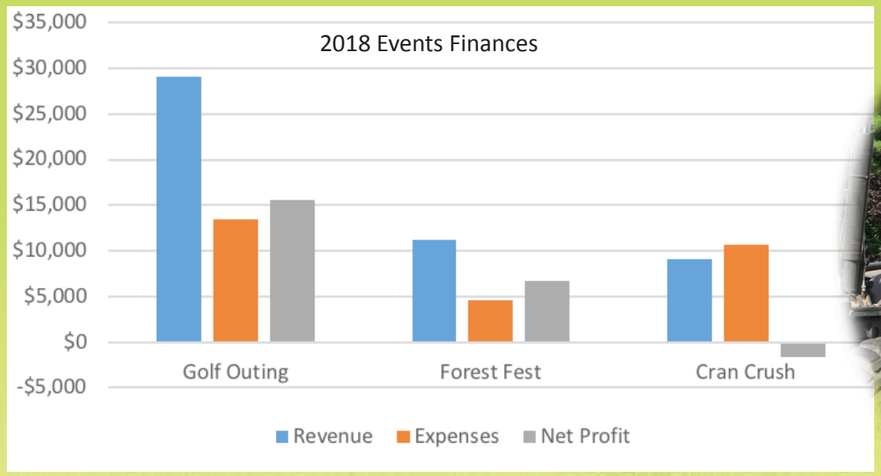
The 2019 Forest Fest Family Fun Day is scheduled for Saturday, July 27th at Trees For Tomorrow's campus. We hope to see you there!

Thank you to all who participated in our 2018 events to help raise money to support our programs!

	Golf Outing	Forest Fest	Cranberry Crush
Revenue	$29,129	$11,213	$9,026
Expenses	$13,506	$4,570	$10,688
Net Profit	$15,623	$6,643	-$1,662

Total Net Profit	$20,604*

**Payroll and overhead not accounted for in this figure.*



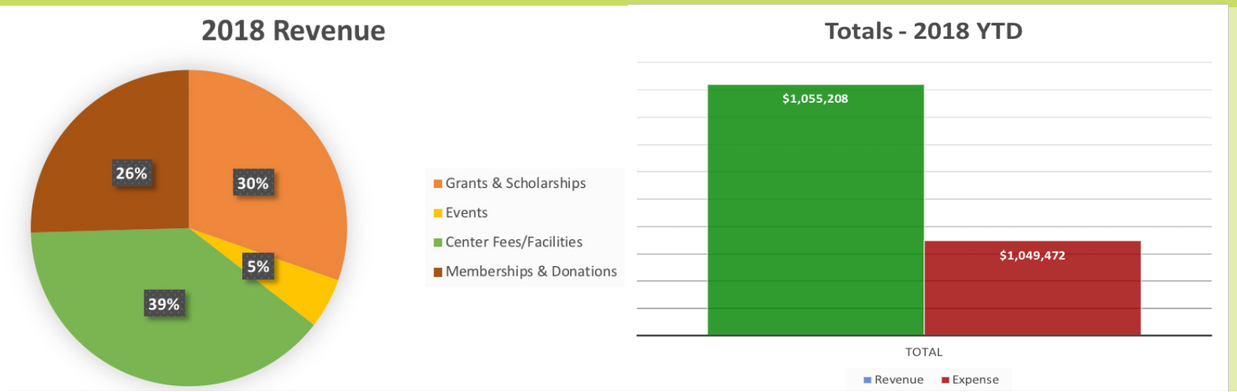
Financial Report

The following report reflects the cash close of 2018, but does not reflect the adjusted final financial report to be submitted by Trees For Tomorrow's accounting firm, Reach & Schwaiger, as part of our annual tax filing.

2018 ended the second year in a row solidly in the black due to excellent returns on our investment accounts, program revenue, and an increase in program and event sponsorships.

Our revenue represents a 7 percent growth over 2017. Trees For Tomorrow continues to grow and strengthen financially because of donors like you.

Adjusted 2018 financial statements will be available at the Trees For Tomorrow office, upon request, following our Annual Meeting on May 30, 2019. The adjusted financial statements will be submitted with our 2018 tax return.



Not all classrooms have four walls.

Trees For Tomorrow was named 2018 Business of the Year by the Eagle River Chamber of Commerce!

message from the executive director Robin Ginner

2018: Channeling the Guts and Gusto of our Founders

"Don't be too timid and squeamish about your actions. All life is an experiment. The more experiments you make the better."
- Ralph Waldo Emerson

As I prepared to pen my message for our 2018 Annual Report, the above quote by Ralph Waldo Emerson came to mind. He was no stranger to individual thinking and trying new things. Like Emerson, our organization's founders exhibited guts and gusto, and they weren't afraid of taking risks and thinking outside the box. This made me pause to consider all the things we're doing differently in hopes that the gamble will pay off and the future of our forests and environment, at the hands of those who are young today, will be a bright one. I hope TFT's founders are smiling down on us as we turn the corner on our future.

December 31, 2018 marked the end of Trees For Tomorrow's 74th year of existence. In early 2019, our organization reached a milestone that our founders could only have dreamt about: 75 years of reforesting, teaching, encouraging and conserving.

In 1944, starting an organization to reforest the Northwoods while providing a sustainable source of timber for the mills was a gamble. Declaring that men would work year-round from the woods to the mills was a wager. Thinking far forward to the values of sustainability and stewardship was not only unheard of, but it was definitely a risky experiment. If our founders hadn't embarked upon this grand experiment 75 years ago, we would not have the opportunity to make a lasting impression on the next generation today.

Trees For Tomorrow has been successful for 75 years because we didn't get stuck in the status quo. We kept trying new things. Some experiments worked, others didn't. Over the past few years, we've tried a number of new strategies, events, programs and plans. Of course, they didn't all yield the financial gains we had hoped for, but without fail, they yielded insight into what our donors and stakeholders want and like, what our students need, and what programs would become sustainable additions to our offerings.

In 2018, with our annual fall fundraising banquet being pushed to spring 2019, we gambled on trying a new event held the weekend of Cranberry Fest. As the date neared, we knew we could count on one of two outcomes: A superbly successful event that would replace the revenue lost from moving our banquet date to 2019, or one heck of a party for staff and volunteers. The party was incredible! But had we not channeled the guts and gusto of our founders to try something new, we never would have known what was possible. "If-only" doesn't support our mission.

In 2002, our annual golf outing was a new experiment. Year after year, it proves a successful and fun event that helps us raise money for our programs. In 2009, Forest Fest was a new gamble. In 2018, our net proceeds increased by a whopping 160 percent from the prior year, and we topped 1,300 attendees! In 2015, we added a fall fundraising banquet to our cadre of events, and this time around, we opted to change the date. All indications point to it being a record breaker. You'll have to tune in later this spring to learn how it went. I'm expecting great things. Without taking chances, these three events would not be part of our annual calendar, and the fundraising that comes out of each one wouldn't be there to help support our programs.

A few years ago, we began making changes to our curriculum because of a threat to our accreditation. It was definitely a risky experiment. Would schools come back? Would teachers and students like the new programs? Would it be enough to satisfy our accrediting body? We could have easily stayed in the comfort zone we were in, doing what we always did, and continued the slippery slide toward obscurity. But we didn't. Once again, we channeled that guts and gusto, and in 2018, we underwent an extensive audit by our accrediting body and unveiled the latest in our scheduled curriculum changes: Our new high school workshops. Cheryl Todea will have more information on our programs and accreditation in her report on page 4. Spoiler alert: The risks are paying off and we're doing great!

With each group that comes, our educators end their stay with a survey and evaluation filled out by the teachers and chaperones. That way we know what's working and what's not. We know we're not going to get it 100 percent right the first time, every time. Taking risks on new programs is one thing, maintaining the flexibility to adjust and improve those programs is one of many things that adds to our success.

Working in the nonprofit sector is filled with calculated risks. But witnessing when we take a chance that blossoms into a success is one of the best feelings in the world. Channeling the guts and gusto of our founders, we can say that the grand experiment started 75 years ago is progressing well. When we try new things – be it events, programs or campaigns – we do our best to calculate the risks, weight the experiment in our favor, and come out on the other side with a new success under our belt.

message from the operations manager Cheryl Todea

2018 Progress

In the last 74 years, there have been many changes, successes, trials, and celebrations at Trees For Tomorrow. 2018 was no different. We had a busy year of continued curriculum development, facility repairs, accreditation review and personnel changes.

Curriculum Development

The longer I am at Trees For Tomorrow, the prouder I am of our dedication to promoting sustainable management of our natural resources through transformative educational experiences. This dedication means we are always striving to be a leader in our field. Our education staff continued to work hard in 2018 on piloting a brand new high school curriculum that is thematic-based and allows students to explore careers in resource management. A student participant in one of our pilot workshops said it best:

"These lessons ranged from learning different types of scat and footprints, to how people rehabilitate animals, all the way to using technology I had never even heard of... All my chances to try new things here would most likely not be learned or achieved anywhere but here [Trees For Tomorrow]."

-Marion High School Student, December 2018

In addition, continued updates were made to the elementary and middle school curriculum, including updates to assessment tools and slight changes to individual lessons. In 2019, our educators will continue to develop a new unit for our high school curriculum, pilot a few of our new elementary lessons, and continue to make improvements to our middle school lessons. Curriculum development is never complete!

Thank you to WI SFI Implementation Committee for once again providing us with grant funding that was used in 2018 towards our curriculum development efforts.

As we look ahead, we are in the very early stages of planning an early childhood program, KinderWild, to begin in fall of 2020. This upcoming year will bring continued research, planning, fundraising, and program development for KinderWild at Trees For Tomorrow!

Campus Update

With six vehicles and 13 buildings on a historic campus, our Maintenance Manager never gets bored! We started 2018 with a deep freeze that led to frozen pipes in the dining hall and Tamarack Dorm. While the dining hall was a relatively easy fix, Tamarack Dorm was another story. After rebuilding accessible shower stalls and adding insulation, we hope there will be no future issues. We also made upgrades to the compressors for the dining hall refrigeration system. With

donations (continued)

Mike Wenke
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Joe York
Kelly Young
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Dave Stoiber
Leah Van Zile
The Walter E. Olson Memorial Library
The Warehouse Center for the Arts
Curt Welnetz
Julie & George Wagner

Thank you for funding Golda Meir School 7th graders and allowing us to come to Trees For Tomorrow. We learned, played and learned again. We understand why Mully Taylor pursued his project and planted trees all around this land. Because of you, we had a great experience with snowshoeing and skiing. During our stay here, we became closer to nature and now know how to ski. The classes at Trees taught us many different things, including basic field science, wildlife signs, animal adaptations, nature's design, orienteering and land use. Just in 4 short days! I really appreciate you for allowing my fellow students and I to come to TFT. Thank you very much for funding us.

Sincerely,
Jasmine

P.S. For every year you fund, the more lives you touch. Thanks again.

THANK YOU to our 2018 donors

Audrey Dallapiazza
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Ben Welnetz
Curt & Juli Welnetz
Ryan Wempe

this upgrade, we now feel much more confident our food will stay cold and be safe to serve at all times! So far, so good!

In addition to our students needing well-maintained dorms and healthy food to eat, they also need safe vehicles to travel to field sites. In 2018, we replaced two passenger vans, rounding out our vehicle fleet of two school busses, three passenger vans and one truck. Since some of our programming happens on campus as well, we rededicated our Demonstration Forest Trail in July with a new boardwalk and trailhead kiosk. We already have plans for additional signage and a second kiosk in 2019!

Jeff Kante, WI Society of American Foresters Chair, and Robin Ginner, TFT Executive Director, rededicated the Demonstration Forest Trail in July 2018.

No matter where we are on campus, safety of our students, guests and employees is our priority. In 2018, we had a campus-wide security assessment done by our local police chief and have already implemented new procedures, purchased new equipment and participated in new training. Updates to our safety procedures and additional safety training will continue on an annual basis.

Trees For Tomorrow Family

Many of you know I have referred to the Trees For Tomorrow staff as the "Dream Team" for many years. While I still believe that is true, I feel even stronger that we are a family. We not only work together, but we laugh with each other, have "family lunch" with each other, have social time with each other, and most importantly support each other through difficult times and through times of celebration. If that is not family, then what is?

In 2018, we welcomed Nancy and Maureen to our work family as part of our hospitality department. Our campus has never been so clean! After Diane Anderson, our Community Engagement Coordinator, resigned from her full-time position and became our part-time Creative Director, we welcomed Chantel Kuczmarski to our work family. Chantel continues Diane's hard work in updating our brand, expanding our social media presence and coordinating our events. In the Education Department, Danielle Christensen became a full-time employee in January 2018, leaving a part-time position open. Todd Starling filled that part-time position, and in January 2019, he became a full-time educator. Thank you to Danielle and Todd for their creativity, hard-work and dedication to our students. After a few changes in our Education Department at the end of 2018, Kim Feller was promoted to Education Manager and Vern Gentele was promoted to Assistant Education Manager. We began 2019 with five full-time educators and one part-time educator with plans to fill our second part-time educator position in March 2019.

As we each strive to be the best version of ourselves and to positively contribute to our work family, we implemented an organization-wide 360 review program in 2018. This feedback has been helpful for each of us to identify areas of strength and opportunities for improvement. I look forward to another year of spending quality time with my work family at my home away from home.

Accreditation

Great news…Trees For Tomorrow's accreditation has been approved for another five years! As part of the accreditation approval process, we are required to submit comprehensive reporting on all aspects of Trees For Tomorrow — budget management, stakeholder engagement, curriculum development, student assessment, strategic planning and improvement planning. In addition, every five years we have an onsite review. In April 2018, we had the pleasure of sharing our progress with the accreditation team, resulting in our approval. If you want more information on our accreditation reporting, please let me know.

After all our hard work this year, it makes me smile reading chaperone comments and student letters with statements like the ones below.

"Exceptional job! Kids truly enjoyed the experience! Food was fantastic. Staff was knowledgeable and personable. Thank you so much!"

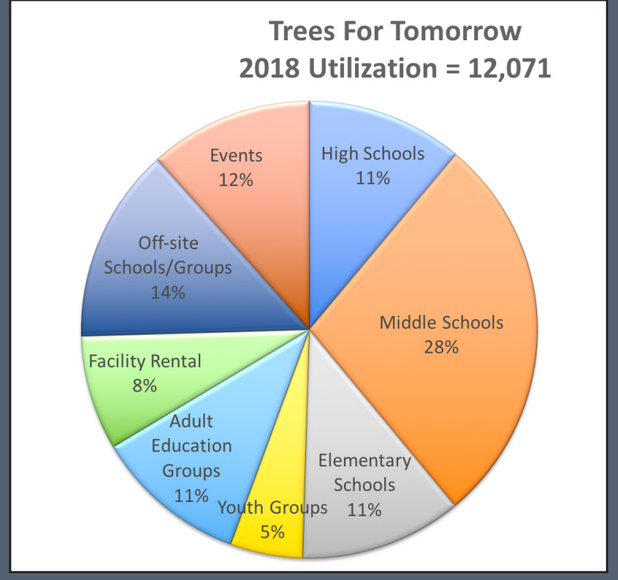
-Franklin Middle School Teacher, January 2018

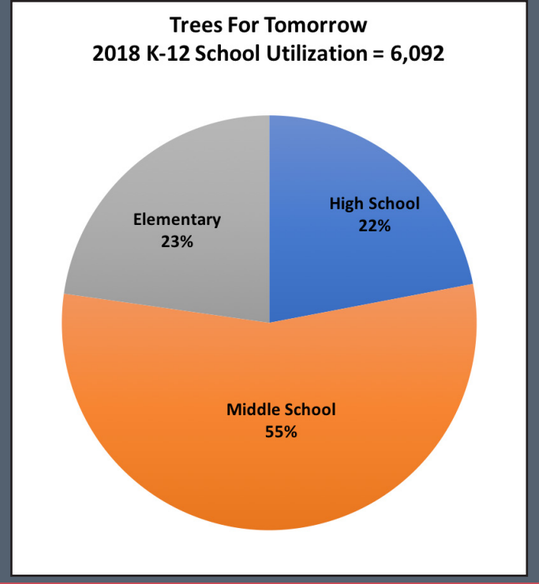
"This experience was so much fun. I now want to learn more about nature around me and how to take better care of it."

-Divine Mercy Middle School Student, September 2018

"The staff are friendly, the school is accommodating and the food is SUPERIOR."

-Marion High School Student, December 2018





2018 Attendance Report

Cheryl Todea, operations manager

2018 was another year of growth at Trees For Tomorrow! Our staff worked with more than 200 groups and over 6,400 people in 2018. Overall utilization, which factors in the total number of days participants are on campus, was over 12,000 this year!

While we always enjoy working with our returning groups, we also get excited when we have new groups working with us. In 2018, we worked with 13 new groups! This included four new schools, one school who has not attended Trees For Tomorrow since 2012, four new facility use groups, one new youth group, and three new offsite programs. As with every year, we had several cancellations due to various reasons, including low enrollment, loss of local funding, and changes in group coordinators. Despite the 2018 cancellations, we still ended 2018 with our program revenue right on budget. We hope to continue the trend of adding new schools and new groups each year to our calendar! In 2019, we will continue to work on recruiting new schools and new groups to our campus.

In honor of celebrating Trees For Tomorrow's 75th Anniversary, it is important for us to recognize schools who have been committed to providing a transformative educational experience for their students at Trees For Tomorrow for more than 20 years.

Many of these programs would not be possible without the support of our members, corporate sponsors and donors. Major workshop sponsors for 2018 included the **Wisconsin Sustainable Forestry Initiative Implementation Committee, Wisconsin Public Service, Mr. George Stepien, Mead Witter Foundation, We Energies Foundation, Procter and Gamble, Bleser Family Foundation, John C. Bock Foundation, Menasha Corporation, Lake States Lumber Association, Lawrence Schirmer, Michigan Forest Resource Alliance, Michigan Sustainable Forestry Initiative Implementation Committee, Domtar Paper, Packaging Corporation of America and the Sheboygan Conservation Association.**

These Schools Have Visited TFT for 20+ Years:

1. Berlin High School – 27 years
2. Christian Heritage Academy (Northfield, IL) – 22 years
3. Green Bay High Schools (sponsored by Procter and Gamble) – 69 years
4. Maplewood Middle School – 22 years
5. Marshall Middle School – 24 years
6. Mellen Elementary School – 29 years
7. Menominee Tribal School – 26 years
8. River Bluff Middle School – 23 years
9. Sheboygan County High Schools (sponsored by Sheboygan Conservation Association) – 58 years
10. Sugar Camp Elementary School – 31 years
11. Tomahawk Elementary School (sponsored by Packaging Corp of America) – 28 years
12. West Salem High School – 23 years
13. West Salem Middle School – 26 years
14. Various High Schools around Wisconsin (sponsored by WI Public Service Foundation) – 68 years

2018 New Groups

1. Eagle River 4th-7th graders
2. Eagle River Elementary Conservation Fair
3. Eagle River Police Department
4. Independence Unlimited (Pickeral)
5. Kretz Forestry Days
6. Lac Vieux Desert Health Ctr
7. Middleton High School
8. Northwoods Children Museum
9. St. Paul Lutheran School (Stevens Point)
10. USFS Girl Scouts Program
11. Watertown High School

THANK YOU to our 2018 donors and volunteers

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The Toy Shop
Thomas Kemp Foundation
Verso Corporation
Waldmann Construction
We Energies Foundation, Inc.
Weyerhaeuser
Wild Eagle Lodge
Wisconsin County Forests Association
Wisconsin Kenworth, LLC
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