



2015 ANNUAL REPORT

OUR FORESTS. OUR STRENGTH.



20 YEARS OF FOREST PROTECTION



Balsam mountain range, North Carolina, which recieved permanent protection in 2015

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Vision

Defending Forests Means TRANSFORMING ECONOMIES

The Southern United States is home to some of the most diverse forests on the planet. In many ways, they are priceless. But priceless things can have economic value. From clean water and air through habitat to beauty to sustainably harvested raw materials, humans have always relied on the forests for our survival.

We believe in an economy that takes this into account: A 21st Century Economy where business and ecology are not in conflict, where economic well-being is based on taking care of our resources, and where we value nature—not as something to be exploited— but as the basis from which all growth stems. As we expose wrong-doing and forest destruction, we are also committed to championing new models that make this new economy possible.



Mission: Dogwood Alliance mobilizes diverse voices to defend the unique for



Above: Old-growth cypress and tupelo in Francis Beidler Forest, South Carolina

20 YEARS OF FOREST PROTECTION

Since Dogwood began in 1996, the movement to protect Southern forests has expanded dramatically. Tens of thousands of citizens take action regularly, demanding change from policy-makers, governments and the forest-product industries, some of which are responding by providing greater stewardship and protection across millions of acres. People everywhere are beginning to understand that our Southern forests have more value standing than logged and also lack the basic protections afforded forests elsewhere in the US and around the world. Rural communities on the front lines are standing up to question the costs versus the benefits of industries that pollute our air and water and destroy millions of acres of woods every year.

Where will the next twenty years take us? We begin our anniversary year knowing that we must exponentially increase the protection of standing forests, as they provide storm protection, ensure clean drinking water and are key to keeping global temperatures at a level that will ensure our survival. It's time we Southerners lead a country-wide movement to unite in securing a new generation of protected forests that ensure a safe, livable planet for our children. No wood products are more valuable than life itself.

We thank you for playing a critical role in supporting our work and being an important part of this wave of change.

For the Forests,



Danna Smith, Executive Director

The Paper Campaign

Then

20 years ago grassroots activists founded Dogwood Alliance in response to the devastating impacts that a major expansion of the US paper industry was having on Southern forests. After a series of victories where communities across the South denied chip mills, in 2000, federal agencies conducted the first-ever comprehensive analysis of forest sustainability in the region, which documented that the South is the largest paper-producing region in the world and confirmed the broad-scale ecological impacts of paper production on the region's forests.

Despite these findings, government, both at the federal and state level, failed to develop policies to protect the region's forests. Determined to make a difference, Dogwood Alliance turned to the root of the problem – the consumption and production of paper – and, in 2000, initiated a strategy to green the US paper market.

Over the next 15 years, through a combination of grassroots pressure, negotiation and strategic collaboration, we transformed the practices of some of the largest consumers of paper in the world including Staples, Office Depot, OfficeMax, FedEx Office, United Stationers, Unisource, Johnson & Johnson, GlaxoSmithKline, Universal Music Group, Sony Home Entertainment, McDonald's and KFC/YUM! Brands. We have convinced top paper producers (including International Paper, Domtar, and Georgia-Pacific) in the world's largest paper producing region to change the way they do business in the woods, increasing protection for over 90 million acres of Southern forests.



Dogwood Alliance founded in response to industrial forestry expansion, such as this chip mill in Georgia



One of hundreds of protests against Staples which led to first leading industry environmental paper policy in the early 2000's

Now

Dogwood Alliance continues to transform the paper industry to protect Endangered and High Conservation Value forests throughout the Southern US. In 2015, we evaluated these companies on their commitments to forests and released our Paper Industry Progress Report. As a result of that work, International Paper completed the mapping of their Riegelwood mill in Southeastern NC and identified 700,000 acres to be removed from their supply chain or managed differently. Georgia-Pacific is 75% complete with mapping and removing from its supply-chain over 4.5 million acres of Endangered Forests in the South, and they have expanded their mapping work to 2.5 million acres in the West. Domtar has become one of the world's largest producers of FSC-certified paper and is working with Dogwood to refine their sustainability criteria to preserve and increase forest carbon.

In 2015, we were even honored with an FSC (Forest Stewardship Council) Leadership Award to commemorate this important work. We will continue to hold these companies accountable in order to increase protection for millions of acres of forests and rural communities across the region.



STOP KFC FROM DESTROYING OUR FORESTS

Dogwood's KFC Campaign to reduce fast food packaging leads to global environmental packaging policy



Dogwood receives 2015 FSC Leadership Award

Staples to phase out paper that puts forests at risk

Victory headline from Boston Globe, 2005

Our Forests Aren't Fuel

Then

In the mid to late 2000's, biomass energy emerged as a new threat to Southern forests. Despite the fact that deforestation is the third largest cause of carbon pollution just behind cars and power plants, European policy makers are promoting the burning of Southern forests for electricity to meet their "clean energy" targets. Whole trees are logged, turned into pellets at pellet mills across the South and sent by ship to be burned as a replacement for coal-based energy in Europe. This industry claims to be carbon beneficial, which the scientific community has refuted, and often receives massive government subsidies. The growth of this industry has increased exponentially since 2008, expanding from less than half a million pellets produced in the South to nearly five million in just seven years (see side graphic).

Our standing forests gather and store carbon, which makes them a key solution to climate change. Though bioenergy from wood might create a temporary boom for the forest products industry in the Southern US, it will devastate the 20 years of work that increased protection for millions of acres of Southern forests. In the meantime, our valuable standing forests, oftentimes irreplaceable bottomland hardwoods and wetlands, which provide clean water, air and protection from erosion, storms and rising sea levels, are burned for fuel.

Now

In 2015, the Our Forests Aren't Fuel (OFAF) Campaign launched our SOS (Save Our Southern Forests) Tour and stood with front-line communities across the South (Wilmington, NC, Panama City, FL, Mobile, AL, Baton Rouge, LA and Savannah, GA). The Tour expanded the Southern community forest protection movement by engaging 20,000 people and reaching over 200,000 people.

Our team traveled to Europe twice, meeting with nearly 40 elected officials across the EU, presenting to hundreds of people from dozens of countries and delivering 50,000 SOS messages to high-ranking officials. Due to Dogwood's leadership, Europe's impacts on Southern forests and the damaging impact of carbon emissions of burning wood for electricity have become central issues of debate across the continent. As Europeans learn more about biomass corporate greenwashing, a few governments have either withdrawn their subsidies for these companies or are considering doing so. Already, predicted expansion of the biomass industry is down 20% over projections made just a few years ago.

In the US, our coalition has worked tirelessly to keep biomass out of President Obama's historic Clean Power Plan. We reached out to over 150 elected officials in the South and developed a coalition of over 40 communities of faith and outdoor recreation groups focused on these issues, which included cadres of engaged citizens testifying at EPA hearings in North Carolina and Washington, DC.





Above left: Logging truck photographed during investigation; Above right: Save Our Southern Forests Tour
Center spread: Leading the march during OFAF protest in Charlotte, North Carolina

Front-Line Communities

In 2015, Dogwood Alliance fostered partnerships across the South, engaging communities fighting the expansion of the wood pellet industry. We played a key role in supporting community movements, guiding local strategies and amplifying the voices and stories of the people the biomass industry affects the most.

We worked in five locations to push back against proposed or existing wood pellet facilities. In Sampson County, NC, we created a short film ("Selling Out Sampson County") to highlight local concerns surrounding the incoming Enviva facility. In Fairfield County, SC we assisted with the development of a strategy that has kept a proposed pellet mill at bay and will continue to develop in 2016. In Laurens County, SC we established a community base that will be key in stopping the construction of a wood pellet facility in that county. We created a Community Activist Toolkit, a guide for stopping wood pellet facilities, and launched an Organize Your Community webpage, with resources, articles and reports for concerned citizens to use in building and bolstering their local movements.

FORESTS FUELING CLIMATE CHANGE?



Southern forests are being razed to feed Europe's appetite for wood pellets. A loophole in European clean energy laws has prompted massive demand for wood pellets to fire electricity plants; this loophole is leading to rapid deforestation around the Southern U.S.

WOOD PELLET PRODUCTION (2008-2016) MILLION TONS



Conserving Southe

Background

Sixty-five percent of the nation's wetland forests are located in the Southern United States. These flood plain forests, also known as bottomland hardwood forests, flank rivers and streams, spanning 25 million acres across nine states along the Southern coastal plain of the US. They provide critical community benefits such as clean water, flood protection and a higher quality of life. They rank among the most important in the nation for carbon sequestration and biodiversity.

Their protection is an urgent national conservation and climate priority. Ninety percent of these forests are classified as highly vulnerable and although they are currently facing an unprecedented new threat, there is no coordinated effort focused on their long-term, landscape level conservation.

Now

The recent threat from the biomass industry and the continued logging of Southern wetland forests for paper and lumber, calls for Dogwood to lead with a new vision: a landscape-level legacy conservation initiative that will protect millions of acres of Southern wetland forests. Our new Wetland Forests Initiative will officially launch in 2016 with the purpose of elevating wetland or "bottomland hardwood" forests as a national conservation priority. This program tackles critical questions like: What value do Southern wetland forests provide? What happens to water, flood control, habitat and climate when we preserve these forests instead of cutting them down?

In 2015, we evaluated a wide range of models where citizens and institutions have succeeded in securing the protection of forests at a large scale. If they can do it so can we. We evaluated various conservation, financial and policy approaches for building a strong foundation for this visionary program. Dogwood has integrated this new initiative into our long-term strategic goals and will begin working with a wide range of organizational and agency partners in early-to-mid 2016 to make this vision a reality in the coming decades.



Wetland Forests



Left to right: majestic wetland forests/bottomlands in South Carolina and Louisiana, and a clear-cut wetland forest in North Carolina

Carbon Canopy: Lessons Learned

The world's forests are our most vital defense against climate change as they have tremendous power to suck carbon out of the atmosphere. Leading a diverse group of landowners, wood products companies and conservation organizations in a multi-year effort, Dogwood blazed a new trail for landowners in the South to be able to generate revenue by leaving more trees standing for their climate benefits. After much trial and error, in 2015, the Carbon Canopy project completed one of the very first forest carbon projects in the US to be verified as meeting one of the most rigorous carbon standards in the world. As a result, nearly 10,000 acres of some of the most biologically diverse forests in the South will be afforded long-term protection.

While the Carbon Canopy successfully established this model for forest carbon management, the time, cost and risk involved is a deterrent for many Southern landowners. Still, the Carbon Canopy project has been a vital lesson and experience with important findings for all stakeholders; its solution-oriented approach is the seed that has grown into our landscape-level conservation Wetland Forests Initiative launching in 2016.

Financials

INCOME

2014 & 2015

Total Income 2014: \$1,399,694

Total Income 2015: \$1,751,320

\$57,500

\$40,000

PAPER

\$16,010

\$32,758

CARBON
CANOPY

\$456,000

\$471,639

OUR FORESTS
AREN'T FUEL

New in 2015

\$30,000

WETLAND FOREST
INITIATIVE

\$870,184

\$1,176,923

UNRESTRICTED

EXPENSES

2014 & 2015

Total Expenses 2014: \$853,261

Total Expenses 2015: \$1,328,431

\$88,186

\$145,825

PAPER

\$121,235

\$93,480

CARBON
CANOPY

\$264,134

\$601,352

OUR FORESTS
AREN'T FUEL

New in 2015

\$0

WETLAND FOREST
INITIATIVE

\$191,077

\$211,978

FUNDRAISING

\$188,628

\$275,796

MANAGEMENT

Our fiscal growth in 2014 allowed for substantial investments in sound science, communications and public engagement in 2015 as well as building our organizational infrastructure. These investments have expanded our ability to reach greater-than-ever numbers of citizens, who are regularly taking action both in the Southern US and across the Atlantic in Europe to defend our forests.

Our movement building is well underway and will continue into the future. Investments in on-the-ground campaigning efforts, organizing, research and communications will extend into 2016 and 2017 to ensure that we have an ongoing organizational framework in place capable of meeting the needs of greater numbers of engaged citizens, pushing back threats to our Southern forests and partnering to conserve millions of acres of wetlands.

Note: Financial section is summarized from audited 2015 financials; for full report [click here](#)

At-a-Glance

Looking Forward

In the years to come, we will:

Focus our growing leadership on forests and climate policy locally, nationally and globally, to ensure forest protection from industrial threat.

Ally in building a movement of citizens and communities across the South invested in protecting our forests, while elevating the socio-economic and justice issues inherent in forest destruction.

Create strong partnerships to increase regional forest conservation towards a shared vision of protecting critical Southern US forests.

Lead a revolutionary shift in thinking and conversation towards an understanding of what standing, healthy forests give us: clean drinking water, flood protection, carbon storage, and a place for spiritual renewal.



1

FSC Leadership Award presented to Dogwood Alliance.



700,000

acres identified by IP to be removed from supply chain or managed differently.



267%

increase in facebook followers over 2014.



150+

Dogwood Alliance media stories highlighting the value of standing Southern forests.

SOS!

50,000

Save Our Southern Forests messages delivered to EU Parliament.



3

local citizens' groups organizing to stop proposed facilities in NC and SC.

Thank You

Thanks to you, as we begin to celebrate our 20th anniversary in 2016, we can optimistically look to the future, to communities across the South, from Virginia to Florida, from the coasts of South Carolina to Louisiana, that have committed to protecting standing forests. Thanks to you, we can also look back over the last 20 years and see the great changes that have already been made in industry, policies, economies and science. In the next 20 years we can have intact, whole standing swaths of Southern forests that are forever protected for our children and our children's children.

Through hard work and perseverance, commitment to vision and forward-thinking partnerships, that future can be a reality. We ask you to invest in Dogwood now so that we can continue our deep work to protect Southern forests for years to come. Please join our movement to save, defend and conserve our Southern forests.

For the future,

The Staff of Dogwood Alliance

Dogwood Alliance
PO Box 7645
Asheville, NC 28802
(828) 251-2525



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Visit www.dogwoodalliance.org

photo by Mac Stone