This report represents SOCIETY OF AMERICAN FORESTERS's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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**Mission:**
The mission of the Society of American Foresters is to advance sustainable management of forest resources through science, education, and technology; to enhance the competency of its members; to establish professional excellence; and to use our knowledge, skills, and conservation ethic to ensure the continued health, integrity, and use of forests to benefit society in perpetuity.

The content of this Charting Impact Report is the sole product and responsibility of SOCIETY OF AMERICAN FORESTERS. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance's *Standards for Charity Accountability*. For more information on Charting Impact, visit [www.guidestar.org/chartingimpact](http://www.guidestar.org/chartingimpact).
1. What are we aiming to accomplish?
We challenge landowners, decisionmakers, and society at large to make choices about our forests based on professional knowledge, leading-edge thinking, and a century of practical experience. We seek viable pathways forward, balancing diverse demands on our natural resources. We set the standard in forest management, bring science, best practice, and the best people together to actively shape the future of the profession. "For the greatest good. For the greatest number. For the long run." Gifford Pinchot, SAF's Founder.

2. What are our strategies for making this happen?
SAF pursues four main strategies for the future of the profession and to advance the practice of forestry. SAF is focused on:
1. Engagement with members and other natural resource professionals.
2. Increasing diversity in the profession.
3. Increasing stakeholder relationships.
4. Diversifying SAF revenues and resources.

3. What are our organization's capabilities for doing this?
We have over 116 years of experience as the nation’s premier society for the forestry profession. Our 12000 members, over 200 local units, and professional staff of 20 provide the programs and services to meet the needs of evolving forest management. We have set the standard since our founding in 1900.

4. How will we know if we're making progress?
Our metrics include:
* the number of Certified Foresters (R) and foresters credentialed under state-run systems;
* the number of journal articles we publish annually and the impact factors of our scientific journals;
* the total acreage under active forest management or otherwise managed by forestry professionals in the U.S.;
* the number of accredited degree programs in forestry and natural resources in the U.S.;
* the number of continuing education credits offered through SAF local units;
* the number of forestry professionals in SAF leadership positions or who attend SAF leadership academies annually.

5. What have and haven't we accomplished so far?
Our key focus areas for 2016 included member communications, partner relationship building, supporting employers' efforts to help their employees be better engaged in their profession, building a solid framework for future leadership development training efforts, focusing on the needs and values of students and early-career professionals while we collectively work to define and shape the future of the profession, and celebrating excellence within the Society and profession through awards and recognition. SAF launched a new website and membership database in May 2016. It features more relevant content and a visually appealing look that is easily navigable. The website promises increased engagement in online communities so users can learn from each other and enhanced integration with social media so users can share website content more easily. The site is also more mobile-friendly so users can access the site on a variety of mobile devices. Developments in scholarly publishing include the May 2016 special issue of the Journal of Forestry that highlighted the important role that science plays in informing wilderness stewardship. Other highlights include the addition of podcasts that feature interviews with Journal of Forestry and Forest Science authors and the adoption of a new submission and peer-review platform called Editorial Manager that will improve the workflow processes of the journals. Encouraging diversity within SAF enhances the organization's ability to meet its mission to serve society. SAF can better benefit society if it reflects the society it serves. Toward this end, SAF has been working with the USDA Forest Service and the National Association of University Forest
Resources Programs (NAUFRP) to increase diversity in forestry. SAF also has two specific programs that encourage diversity in the profession: The Student Diversity Ambassador Program and the Gregory Award. A record 72 applications from more than 30 different countries were received for the Gregory Award. This year’s recipients are Paula E. Sarigumba, science research specialist at the Environmental Forestry Programme in Southville Binan Laguna, Philippines, and Anukram Adhikary, environmental economist at ForestAction in Kathmandu, Nepal. We have not yet measured the total acreage under active forest management or otherwise managed by forestry professionals; nor have we measured the total number of continuing education credits offered through our local units.