THE CONSERVATION FUND

1. Who do I contact for The Conservation Fund's climate and carbon projects?
The Conservation Fund supports two kinds of carbon reduction projects: improved forest management and forest restoration. The program also supports tree planting in some of America's favorite places.

One of our most important goals is to help protect and restore America's forests. As forests become fragmented, their ability to filter our water and remove CO2 from the air is compromised and there is less space for wildlife to live and migrate. Forests filter more than half of our drinking water. They also serve as nature's sponges by slowing and cleaning floodwaters which protect communities downstream. Furthermore, deforestation represents the second largest source of CO2 emissions on the planet. Restoring and protecting forests is an important and effective to slow or reverse that trend.

The Conservation Fund's Business Partnerships program serves partners interested in voluntary emission reductions or philanthropic support through forest carbon projects.

2. Where does my donation go?
Your charitable contribution of approximately $9.00 per metric ton of CO2 sequestered supports the Fund's efforts to restore and manage native forests that will reduce the accumulation of greenhouse gases in the atmosphere, protect wildlife habitat, support the green economy and enhance America's public recreation areas.

Donations support The Conservation Fund's efforts to protect, manage and restore working forestlands, acquire land on behalf of national and state parks or wildlife refuges and to restore that land with native trees that will trap CO2 over the project's lifetime (estimated at 100 years).

Donations are also used to measure, monitor and validate the projects over time. Companies interested in participating in voluntary emission reductions and philanthropic support through forest carbon projects should contact Alterra Hetzel, ahetzel@conservationfund.org. For buyers interested in compliance-grade offsets, contact Chris Kelly, the Fund's California Director atckelly@conservationfund.org.

3. What types of projects does The Conservation Fund support?
Conservation-based forest management:
At The Conservation Fund, we believe that working forests can be financially self-sustaining and environmentally healthy. We're demonstrating a new way to sustainably manage forests, as a non-profit owner that uses both sound environmental strategy and sound economics—including a light-touch harvest regimen, sales of carbon offsets and a supply of local jobs. We work with our partners to skillfully manage both forest growth and harvest to ensure that these forests remain viable ecosystems for generations to come. Since 2004, we have protected and

now managed more than 70,000 acres across California's North Coast, including Buckeye, Garcia River, Big River, Salmon Creek and Gualala River forests. Supporters can help protect and restore these California redwood and Douglas fir forests by purchasing and retiring carbon offsets sourced from Garcia, Big River and Salmon Creek forests.

Reforestation:
This project type was established as a philanthropic approach to support reforestation projects that trap carbon over time. For the past several years, The Conservation Fund's reforestation efforts have been focused on the Lower Mississippi River Valley. Habitat loss is more pronounced here than in any other area of the United States—more than 24 million acres of bottomland hardwood forests have been cleared over the course of the last century. Restoring these lands are top priorities for The Conservation Fund and the U.S. Fish and Wildlife Service. Today, we're directing donations toward the Upper Ouachita National Wildlife Refuge in Louisiana. Since 2000 the Fund has planted 10 million trees over more than 25,000 acres across the Southeast and the Gulf Coast.

Tree planting:
While these projects will not be validated to carbon standards, tree planting can play a critical role in climate change solutions. If your company would like to plant a tree for each employee, customer, at the point of purchase, or for other programs, we can help. Contact us to learn more about how you can help restore the Rouge River watershed in Detroit or longleaf pine forests in South Carolina.

4. What standards and principles do the Fund's climate and carbon calculators adhere to?
The Conservation Fund's carbon calculator uses calculation methods and standards set forth by The Greenhouse Gas Protocol Initiative (GHG Protocol), which aims to harmonize accounting and reporting standards worldwide to ensure that different trading platforms and other climate related initiatives adopt consistent approaches to GHG accounting. In addition, our carbon monitoring regime follows the Intergovernmental Panel on Climate Change Good Practice Guidance (IPCC GPG 2003) and our tree measurements satisfy the IPCC Tier 3, the GPG's highest level of accuracy criteria.

5. How do trees trap carbon?
The process of collecting carbon in forests, soils, geological formations and other carbon "sinks" is called carbon sequestration. Native trees and forests help fight climate change as part of their natural processes. As they grow, trees absorb carbon dioxide from the atmosphere, convert it to oxygen and store the carbon in their trunks, roots and leaves. In addition to trapping the gases that cause climate change, these new forests filter the water we drink, restore habitat for wildlife and enhance public recreation areas.

6. How much carbon dioxide does one tree absorb?
Sequestration rates are based on scientific research conducted by academics and consultants and have been taken from peer-reviewed scientific literature. These rates vary depending on tree species and geographic location. The Conservation Fund calculations assume average

sequestration rates per acre of land reforested and include appropriate tree survival assumptions.

For example, in the Lower Mississippi River Valley the Fund and its partners plant approximately 302 trees per acre, which will sequester an estimated 361 tons of carbon dioxide over 100 years. Therefore, on a per planted tree basis, each tree absorbs approximately one ton of carbon dioxide over its lifetime. The EPA also estimates between 0.82 and 1.22 trees per metric ton.

7. Who cares for the trees?
Conservation-based forest management:
We do. We believe that working forests can be financially self-sustaining and environmentally healthy. Since 2004, the Fund has protected more than 125,000 acres along California's North Coast. Today, we own and manage more than 75,000 acres as sustainable working forests, including our Buckeye, Garcia River, Big River, Salmon Creek and Gualala River forests. We're demonstrating a new way to sustainably manage these lands, as a non-profit owner that uses both sound environmental strategy and sound economics—including a light-touch harvest regimen, sales of carbon offsets and a supply of local jobs. We work with our partners to skillfully manage both forest growth and harvest to ensure that these forests remain viable ecosystems for generations to come.

Our approach to forest conservation includes a desire to sustain the local timber economy. Our success stems from our consistent, dedicated team of employees and contract consultants. The North Coast program has contributed more than $20 million to the local economy since our project began in 2004, working with over 100 local businesses. Across these forests, we have implemented sustainable forest management practices that include decreasing the intensity of harvests, increasing the time between harvests and widening riverfront buffers to improve water quality in streams impaired by erosion resulting from a century of timber harvesting.

Reforestation:
We work primarily with state and federal public land agencies, including the U.S. Fish and Wildlife Service. These government agencies are the long-term land managers and stewards of the projects and employ well-trained biologists and environmental professionals. Our public agency partners provide written verification of each planting and are responsible for the monitoring and stewardship of the land once it is restored. All of our projects are validated to the highest industry standards and audited by a third-party.

In supporting a reforestation project, the following are details for tree planting:
When: The Fund pools donations and completes one or two major restoration projects each year. Your trees are typically planted as part of the first project after your donation.
Where: For the past several years, The Conservation Fund's reforestation efforts have focused on the Lower Mississippi River Valley. Today, we're directing reforestation donations toward Upper Ouachita National Wildlife Refuges in Louisiana. Read more about where we plant >>

8. Are forest projects an effective way to fight climate change?
Who: Trees are planted and monitored by scientists specializing in reforestation and carbon sequestration planting and monitoring. We also work with state foresters and professional tree planters at select sites. If requested, Trees may be planted by volunteers for ceremonial purposes only.

Yes. But it takes time. While there is no silver bullet to this issue, reforesting once-forested but currently unproductive areas such as marginal agricultural lands is a recognized way to sequester carbon dioxide.

Estimates are that as much as 50% of the increase in atmospheric carbon dioxide over the last 50 years may be due to the effects of land use change. Furthermore, climate scientists estimate that between 12-17% of global greenhouse gas emissions are caused by deforestation. Thus, protecting and restoring forestland represents one way, among others, to reverse these effects and combat climate change.

Given the scale of the effort required to tackle climate change, we need to pursue new technologies that help us reduce our footprint and at the same time, recognize and use the tools we have at our fingertips.

9. My company may be regulated by cap and trade. Can I use these projects for offsetting?
Companies interested in compliance-eligible offsets should contact ckelly@conservationfund.org.

10. Can my support of carbon projects be included in my corporate sustainability reporting?
Yes. We can help you communicate your purchase for a variety of reporting mechanisms. We provide you the information you will need for the following: Corporate Sustainability Reports (CSR), Global Reporting Initiative (GRI), Climate Disclosure Project (CDP) and American College & University Presidents' Climate Commitment (ACUPCC) – as well as others.