

50 YEARS FORWARD: GROWING THE NEXT GENERATION



THE OPPORTUNITY BEFORE US

In 2026, **PROJECT LEARNING TREE (PLT)**, the Sustainable Forestry Initiative's award-winning environmental education initiative, celebrates 50 years of advancing environmental literacy and career pathways with more than 100 million learners.

The need is great and the need is now. Students are more disconnected from nature than ever, while demand for sustainability careers continues to rise. PLT bridges this gap—advancing student well-being, strengthening learning, and preparing the next generation through hands-on, real-world education in communities nationwide.

As we look toward our next chapter, PLT is launching 50 Years Forward: Growing the Next Generation, a \$5 million, five-year fundraising campaign designed to expand literacy nationwide, strengthen sustainability career pathways, and ensure that every student has access to high-quality education and outdoor learning experiences.



WITH YOUR SUPPORT WE WILL

GROW OUR IMPACT

TRAIN **50,000 EDUCATORS**
REACH **4.5 MILLION STUDENTS**



PLT will expand and strengthen its nationwide network of environmental education partners reaching students in communities across the country. Investments will increase educator training, build place-based partnerships, and spark student interest in sustainability and forest-sector careers.

CULTIVATE EARLY CAREER CHAMPIONS

PARTNER WITH **25 NEW UNIVERSITIES**
PREPARE **10,000 FUTURE EDUCATORS**



PLT will expand training programs at universities and other teacher preparation institutions, equipping emerging educators with tools that strengthen STEM learning, improve academic performance, and improve social, emotional, and physical student outcomes.

ENHANCE PLT DELIVERY

NEW DELIVERY MODELS MAKE PLT
EASIER FOR EDUCATORS TO USE



PLT will pilot innovative instructional models and emerging technologies to make it easier for educators to tap into PLT easily and often. Working with education experts, these approaches will expand access to PLT resources and increase engagement in both classroom and nonformal learning environments.

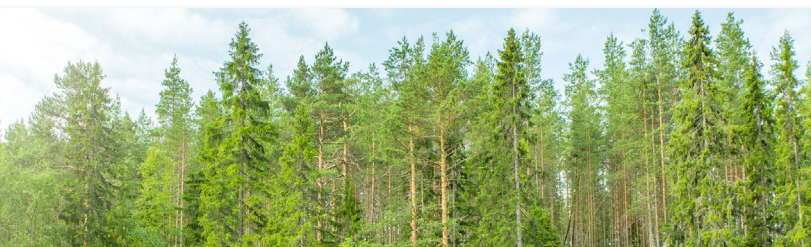
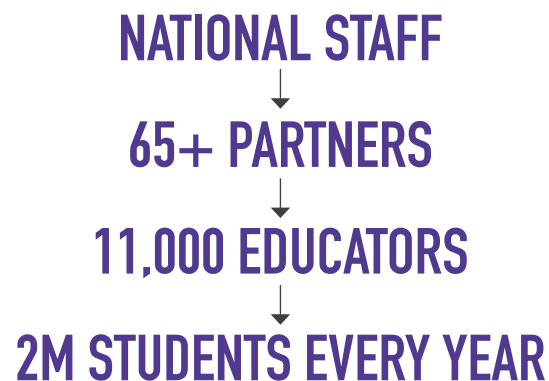


THE PLT NETWORK

HOW ONE INVESTMENT SCALES NATIONWIDE



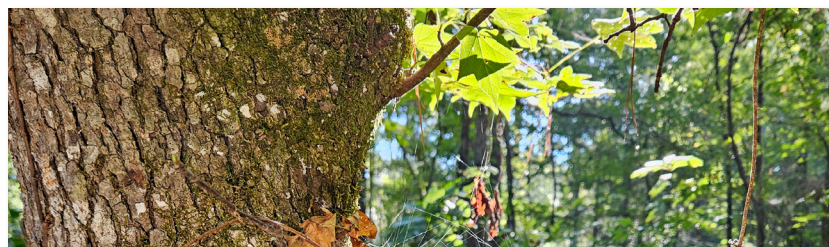
National PLT develops research-based curriculum and supports a network of more than 65 delivery partners—including nonprofits, academic institutions, and government agencies—to train educators who bring locally relevant learning to millions of students annually. This “train-the-trainer” model blends national leadership with local expertise. Housed within SFI, an independent nonprofit advancing sustainability through forest-focused collaboration, PLT connects education with a diverse network of forest sector leaders, conservation organizations, communities, and Indigenous partners working toward a world that values sustainably managed forests.



NATIONAL BACKBONE: PLT LEADERSHIP & INFRASTRUCTURE

ONE NATIONAL TEAM ACTIVATES A NATIONWIDE NETWORK.

- Research-based, educator-tested curriculum
- Alignment with national and state standards
- National professional development leadership
- Evaluation, quality control, and reporting



LOCAL EXPERTISE: STATE & INTERNATIONAL NETWORK

65+ DELIVERY PARTNERS | 50 STATES + INTERNATIONAL REACH: LOCAL LEADERS ENSURE SOCIAL AND ECOLOGICAL RELEVANCE.

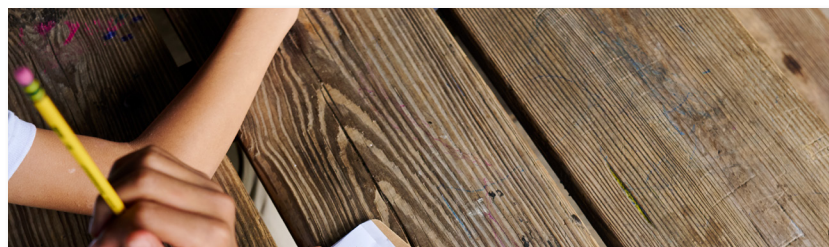
- State, provincial, and international partners
- Local adaptation to regional environments and workforce needs
- Partnerships with schools, nonprofits, Tribes, and natural resource professionals



IN THE CLASSROOM AND BEYOND: EDUCATORS & TRAINERS

11,000+ EDUCATORS TRAINED EACH YEAR. EACH EDUCATOR REACHES HUNDREDS OF LEARNERS.

- Professional development workshops and hybrid trainings
- Classroom and nonformal settings (schools, camps, nature centers, after-school programs)
- Engagement with career guidance professionals and industry mentors



OUR FUTURE: STUDENTS & COMMUNITIES

2 MILLION STUDENTS REACHED ANNUALLY. LASTING IMPACT THAT EXTENDS BEYOND THE CLASSROOM.

- Early childhood through K-12 learners
- Nature-based learning that strengthens STEM and critical thinking
- Outdoor experiences that support social, emotional, and physical well-being
- Students prepared for sustainability and green workforce pathways

WHY THIS MOMENT MATTERS



IMPROVING STUDENT HEALTH & WELL-BEING

Today's young people spend more time indoors and on screens, with fewer opportunities to learn outdoors. At the same time, educators report declining focus, reduced physical activity, and growing concerns about student well-being. Research shows that outdoor learning improves academic performance, builds STEM skills, and strengthens social and emotional health. PLT equips educators with hands-on, place-based tools that reconnect students with nature, build critical thinking, and instill resilience in the digital age.

A WORKFORCE IMPERATIVE

The green economy is expanding rapidly. The United States will require millions of workers prepared for careers in sustainability, forestry, conservation, natural resources, and environmental technology. Yet too few students are exposed to these pathways early enough to pursue them. PLT bridges classroom learning and career readiness—building awareness, confidence, and skills.



REACHING ALL COMMUNITIES

Access to high-quality environmental education is not equitable. PLT's nationwide delivery network ensures that rural, urban, and Tribal communities have access to tools that build environmental literacy and career awareness. PLT builds healthier communities by increasing civically minded behavior through student-driven and community-based approaches.

"I love PLT because it is absolutely essential to get young people in touch with the outdoors. PLT is highly adaptable, very engaging, and allows flexibility over a wide range of age levels. Conducting educator workshops allows me to exponentially reach many more students than I could all by myself!"

- Hazel Scharosch, Wyoming PLT, Coordinator

"Project Learning Tree takes learning and inquiry and places it directly in the hands of its participants. As we say within the PLT community, "teaching how to think, not what to think." Anyone looking for a well-developed, easily accessible and easily adaptable environmental education curriculum, that speaks to all ages, should be using PLT"

- Nathaniel Caeton, 4-H Youth Advisor, Univ. of California

PARTNERSHIP LEVELS: GROWING IMPACT TOGETHER

PLT welcomes one-time gifts or gifts spread across multiple years. If you're able to extend your support over multiple years, PLT has a stronger ability to plan strategically and invest more of every dollar directly into our mission.

INVESTMENTS WILL:

A GIFT OF \$50,000

Allows us to partner with five new universities, training 500 new pre-service students and 50 new faculty members.

A GIFT OF \$100,000

Supplies our network with a one-year supply of PLT print materials for use in classrooms.

A GIFT OF \$250,000

Onboards five new PLT delivery partners, annually reaching 200 educators who collectively engage more than 18,000 students.

A GIFT OF \$500,000

Provides multi-year capacity to accelerate impact across any of the outcomes described above. Funding at this level is foundational to the long-term strength of PLT's programming.

PLT offers co-branding opportunities and personalized recognition to honor your support. We also welcome conversations about giving arrangements outside our standard tiers — please reach out and we'll tailor an engagement that works for you.

"The real value, the real accomplishment of PLT was to create a network of people. People who actually facilitated change within their local communities. And so, the P in PLT, at least for me, always stood for people."

- Frank Gallagher, Director of Environmental Planning Program, Rutgers University

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**TOMORROW'S ENVIRONMENTAL LEADERS ARE INSPIRED TODAY.
JOIN THE 50 YEARS FORWARD CAMPAIGN.**