

HANDCRAFTED in Oregon

From the Oregon Green Guard to Facebook and Twitter, this year celebrates Keep Oregon Green's longevity and relentless pursuit to prevent human-caused wildfires.



It is with great pleasure and pride that we announce Keep Oregon Green's 75th year. KOG has been working hard to protect Oregon's scenic forest, range and agricultural lands from wildfire since 1941. In fact, KOG has been conducting a wildfire prevention campaign even longer than Smokey Bear (1944)! We hope you'll share in our excitement and spread the word about our efforts to Keep Oregon Green.

To celebrate our anniversary, we will be unveiling some cool new products with the KOG logo, and hosting a charity gala on November 5, 2016, at the Columbia Edgewater Country Club in Portland. We will also use social media to post some key moments, and recognize the contributions of those who have made Keep Oregon Green what it is today. 75 years is an amazing milestone. We thank you for being there with us all along the way-- and helping protect Oregon's unique natural assets.



1) The Oregon Department of Transportation warns drivers of fire danger during the peak of the 2015 fire season.

2) Smoke from the Stouts Creek Fire, near Canyonville, Oregon. (Photo courtesy of Kyle Reed, DFPA) Allegedly started by a lawn mower, the fire consumed 26,452 acres.

3) Oregon Parks and Recreation Department provided 5-gallon buckets at Tumalo State Park, reminding visitors to extinguish their campfires. Enforcement contacts dropped from 8-10 a night to 1-2 per week. KOG, OPRD and ODF will partner with Home Depot to supply buckets for campgrounds on the east side of the state during the 2016 fire season.

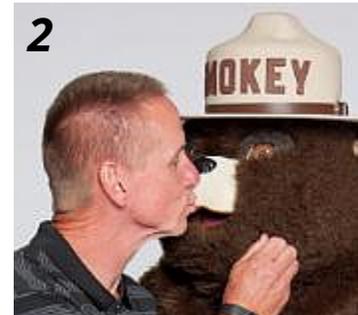


2014 was an endless season of fire, with 712 human-caused fires burning nearly six times the 10-year average acreage (20,052) and \$33 million spent on suppression. The high cost prompted a substantial change to Oregon's wildland fire insurance policy, doubling the annual deductible to \$50 million and nearly doubling the premium to \$3.75 million. Adding insult to injury, Oregon faced another record-breaking fire season in 2015 with record low snowpack, the driest conditions in 25 years, over 800 human-caused fires, and \$51 million spent on suppression.

1) Governor Brown created two wildfire prevention spots for Keep Oregon Green. Our partners at the Oregon Office of State Fire Marshal paid to air them statewide from June through August.



2) OSU football coach Gary Andersen shows his fond appreciation for Smokey Bear.



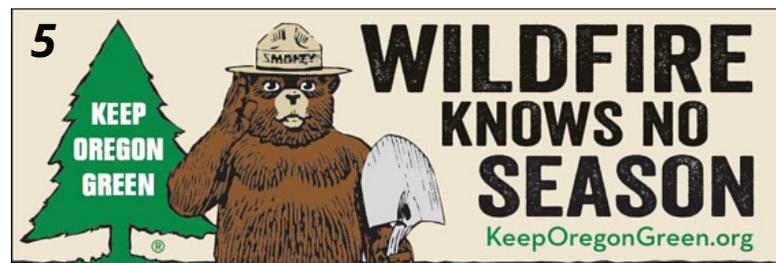
3) "Wildfire: Serious Play" was the theme at KOG's Oregon State Fair booth. Toys were on display showing common activities that often start wildfires.



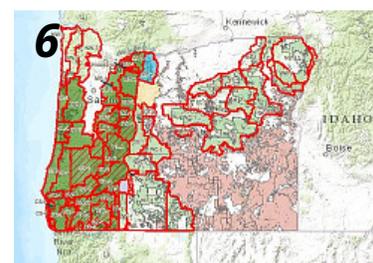
4) President, Kristin Babbs, and her daughter at the entrance of the booth at the Oregon State Fair.



5) KOG purchased new road signs for 12 Oregon Department of Forestry district offices and three Forest Protective Associations.



6) ODF's new web-based interactive public fire restrictions map launched in June, 2015.



In January 2015, KOG worked with the Oregon Forest Resources Institute and DHM Research to insert some key questions into their statewide online survey of Oregon residents.

--Eastern Oregon (51%) was more aware of KOG as compared to the Metro Region (36%).

--Older residents (46%) were more aware than those who were 35 years or less (34%).

--Long-term residents were more aware (51%) than those who have lived in the state 10 years or less (21%).

The majority surveyed think KOG's mission is related to sustainable forest management (23%), replanting trees (19%), or maximizing the use of renewable and sustainable materials and forest products (14%). Preventing wildfires was 6%. This information gives us an important base from which to influence and measure change.

1) KOG's new retro t-shirts are available in Pacific Wonderland blue or gray colors with gold print.



2) KOG held its first-ever golf fundraising event at Trysting Tree Golf Course in Corvallis, and raised \$5,500. The winning team members: Jim Carr, Derek Larsen, Garrett Kleine, and Noah Krohn.

3) The 'Team up to Tackle Wildfires' prevention campaign featured OSU coach Gary Andersen and UO coach Mark Helfrich. KOG purchased jumbo-tron, web, mobile and radio ads with both universities during September and October.



4) KOG brought back the trucker-style mesh hat. They're available in emerald or dark green colors.

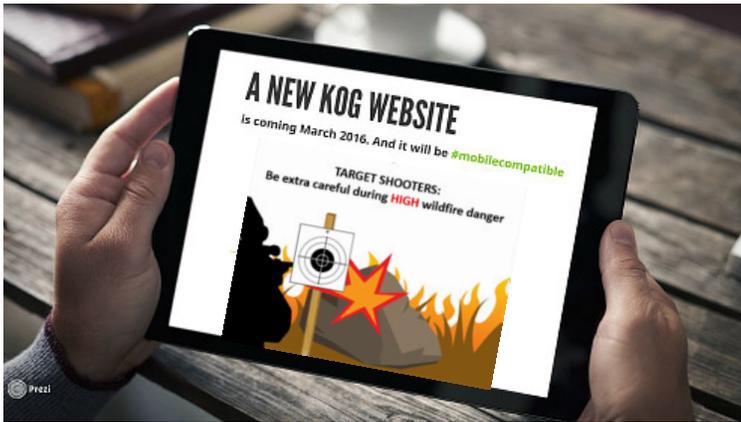


5) Ashley Bean was hired on June 15, 2015, as KOG's new executive assistant. She brings a tremendous amount of experience and energy to the Association.



Looking back...

On April 28th, 1941, 300 public officials, civic leaders, and agency representatives from around the state gathered for a dinner at the Portland Hotel to initiate the KOG campaign—an intensive effort to keep fires out of our forests during the coming summer. Governor Charles A. Sprague told the gathering that "the inability to prevent wildfires was Oregon's prime defense problem, and that the mere passing of laws was not sufficient to meet the situation."



1) DHX Advertising was selected to develop KOG's new website, which will be ready for launch by May, 2016. 2) Lacey Axemaker-O'Keefe, with MBT Marketing, designed a special edition poster to celebrate the 75th anniversary of Keep Oregon Green.

Oregon is facing a worsening issue today. Our fire seasons are longer and the number of large wildfires is increasing. Wildfire is a constant and growing threat to forests, lives and property across Oregon. Population expansion into previously undeveloped areas has created a new and unfamiliar fire environment. In these wildland-urban interface areas, many fires that ravage forestland, recreation areas and neighboring communities are started by human activity in and around homes. It is critically important to educate homeowners on preventing wildfire ignition. Tourists and recreationists as well need to be aware of actions that can lead to wildfires.

Your contributions allow us to make a strong impact each year. Summary of expenditures and in-kind contributions for this year's marketing efforts as of December 31, 2015: \$60,731 spent, with an in-kind return of \$194,507 (thank you, OSFM!), for a total of \$255,238.

We thank you for your continued support.

A handwritten signature in black ink, appearing to read "Kristin Babbs".

KRISTIN BABBS
President and CEO