



# Case Study

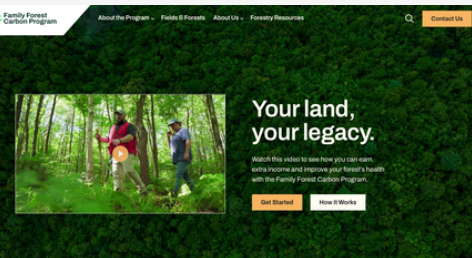
## Unlocking Climate Finance for Family Forests

### ABOUT

The American Forest Foundation is a national conservation organization that works to empower family forest owners to make meaningful conservation impact on their land.

“ In addition to the obvious expertise in building a financially sustainable impact program, the thing I enjoy most about working with the GKS team is the opportunity for constant learning and growth—all offered with the utmost respect and patience to every individual at every level of our organization.

– **Christine Cadigan** –  
**Executive Vice President,  
Carbon Origination,  
American Forest Foundation**



Source: Family Forest Carbon Program

The Family Forest Carbon Program enables family forest owners to access finance from the voluntary carbon market. Visit their [website](#) to see if your property is eligible.

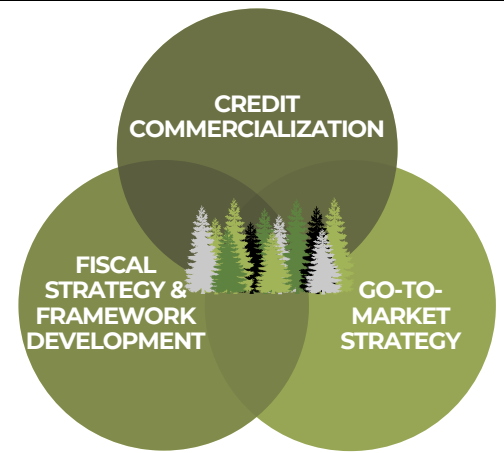
### THE CHALLENGE

The American Forest Foundation (AFF) needed a scalable way to bring high-integrity forest carbon credits from family forests to market, while ensuring benefits flowed reliably to small landowners and met rising buyer expectations for quality and transparency. AFF sought to refine its economic model, clarify its market position, and build durable demand pipelines for credits generated through its Family Forest Carbon Program (FFCP).

### OUR SOLUTION

Over a multi-year engagement, GKS served as climate finance and commercialization advisor to AFF, focused on the Family Forest Carbon Program.

We built and refined the financial model, designed the go-to-market strategy, and helped shape credit commercialization and positioning to bring high-integrity, U.S. nature-based credits to market.



### THE IMPACT

AFF strengthened the financial underpinnings and market readiness of its forest carbon program, helping it scale participation for small and family forest owners. The improved financial model and commercialization strategy supported AFF’s ability to secure long-term credit offtake, expand the role of family forests in high-integrity voluntary carbon markets, and issue an inaugural green bond to help finance the program

**5**

**YEARS**

**LENGTH OF ENGAGEMENT**

- FINANCIAL MODEL
- GREEN BOND GUIDELINES
- RESEARCH MEMOS
- POLICY BRIEFS
- DISCOVERY QUESTIONNAIRES
- GO-TO-MARKET STRATEGY
- LANDOWNER AGREEMENTS

**DELIVERABLES**

**CONTACT:** [info@gordianknotstrategies.com](mailto:info@gordianknotstrategies.com)

**LINKEDIN:** [www.linkedin.com/company/gordian-knot-strategies](https://www.linkedin.com/company/gordian-knot-strategies)

**WEBSITE:** [www.gordianknotstrategies.com](http://www.gordianknotstrategies.com)

**BOOK A  
DISCOVERY CALL**