



Annual Report

For the year ended June 30, 2010

EarthShare's mission is to engage individuals and organizations in creating a healthy and sustainable environment.

The U.S. economic situation in 2008 and 2009 created very challenging years for many charities, EarthShare included. Despite the recession, consumers and companies are continuing to "green" their activities and purchases. According to *Giving USA*:

"[There is] a continued philanthropic emphasis on climate change and its sister issues: renewable energy and energy efficiency. While the immediate crisis in the economy overshadowed the crisis in the environment, eco-philanthropy still resonated with philanthropists in the United States and elsewhere. Government agencies, corporations, foundations and individuals all took action to address issues of mutual concern."

The recession took its toll, however, and we saw a decline in pledges in both years. In order to respond we used this period productively to focus on developing new methods of outreach and engagement, to tighten up and improve our internal operations and lower costs, to develop diversified sources of revenue, and to expand our outreach to new audiences. The outcome of those efforts was that we were able to maintain the same level of distributions to our members despite the economic climate.

In addition, we completed several new initiatives that are intended to help benefit our members and sponsoring companies while encouraging sustainability and environmental health. These initiatives included:

- We finished and rolled out our new on-line pledge tool, GiveAtTheOffice (G@TO). It has been successful from the start as companies realize that it is a simple, low cost and effective way to manage a workplace campaign. It has also been a great tool for on-going campaigns such as the City of Austin, TX that converted to using it and has been very pleased with its ease of use. New campaigns using G@TO include Attachmate, Rust-Oleum and Serco.
- After extensive research and listening to our sponsoring companies, we are working to re-frame EarthShare's proposition for companies around the concept of employee engagement and sustainability, which we have titled EarthShare@Work. Under that banner we are working to provide a range of tools to engage employees, including expanded

volunteer opportunities, our Green Teams networking events, and supplying content for employees on environmental and conservation topics in multiple formats.

- One of the elements of EarthShare@Work that has been very successful has been the Green Teams meetings, which are now being held quarterly in Washington, DC, New York City, Boston and Minneapolis. It has been a great way to meet new employers and create deeper relationships with companies that already support us, and has been very popular with the participants as it provides an easy and convenient method for learning from peers.
- We launched a new subsidiary organization, EarthShare Chapters, in order to expand our list of local members in selected markets and to compliment our affiliate network. The first chapter that will launch will be EarthShare Mid-Atlantic in fall of 2011 and we expect to have over 25 local members from the District of Columbia, Delaware, Maryland and Virginia.
- The Affiliate Service Center is now processing pledges for five affiliates; this has increased the security and standardization of our processing while freeing local staff to focus on campaign support and growth.

Total pledges for the 2009 campaigns were down overall due to the Combined Federal Campaign (-1.3%) and private sector campaigns (-19%) while state (5%) and local (2%) campaigns were up from the prior year. (The 2009 totals do not include funds raised in affiliate states.) Despite this, EarthShare remains well positioned for growth as the economy recovers:

- EarthShare represents the most respected and well-known local and national environmental and conservation organizations in the country.
- EarthShare has established a presence in hundreds of workplace giving campaigns in all sectors of the country, encompassing everything from small public agencies and colleges and universities, to large multinational corporations.
- EarthShare has a strong name and brand and a solid and well-established reputation for sound fiscal operations.
- Our network of state affiliates and local representatives can support campaign and access efforts in most major business centers across the country.
- EarthShare's online strategy is developing a growing online community, doing a better job at engaging visitors, and generating new revenue and opportunities for EarthShare, and our number of e-newsletter subscribers, web site visits, and followers on FaceBook and Twitter all increased during the year.

Over the next few years we will continue to refine what we offer and how we seek to work with employers, to communicate better with our audiences, and to learn to work together to

achieve greater productivity. We are evolving from managing workplace giving relationships to working with employers on employee engagement and sustainability programs that include workplace charity campaigns. As we move forward, we are delighted to see that the response has been quite positive and encouraging for the future.

Member Accomplishments - Nature in the balance

Last year the country experienced one of the worst environmental disasters in its history due to the Gulf oil spill; international climate change talks made little to no progress despite the warmest year on record; and we experienced several nationwide food recalls that brought into question the quality and safety of our factory farm food supply, among other challenges.

Many positive things also happened in 2010 as the EarthShare members held over 3,750 river and beach clean ups, removed over 3.8 million tons of trash from 73,000 miles of waterway, logged over 1 billion volunteer hours, and protected over 10 million acres of vital wildlife habitat worldwide. Below is a sample of the work of the member organizations that EarthShare supports.

For wildlife the timing of the Gulf oil spill couldn't have been worse. Not only were millions of waterfowl, shorebirds and marsh birds about to begin their annual migration through the Gulf region, but sea turtles were already laying their eggs along Gulf beaches. When the U.S. Fish and Wildlife Service made the extraordinary decision to excavate hundreds of turtle nests to save hatchlings from certain peril they asked for **National Fish and Wildlife Foundation's** help. Together with FedEx, they arranged a contribution of custom transport for the fragile eggs. In what was one of the largest wildlife re-locations in history, more than 25,000 eggs were moved from northern Gulf beaches and more than 15,000 healthy hatchlings were successfully released into the Atlantic Ocean.



As the BP oil disaster response moved from emergency mode to recovery and restoration, **Ocean Conservancy** expanded its ongoing commitment to the region by establishing the Gulf Restoration Center in New Orleans. Serving as the hub for their efforts to ensure comprehensive restoration of the Gulf of Mexico, the center is championing the restoration of an ecosystem that supports our economy and way of life.

Conservation International provided technical and scientific assistance for the implementation of the Pacific Oceanscape, a new protected region in the middle of the sea – an area larger than the United States, Canada and Mexico combined – that includes some of the most pristine and abundant coral reefs, islands, and marine systems remaining in the world today.



At more than 2,000 sites across the U.S., volunteers from eight federal agencies, youth groups, fraternities, sororities, churches, corporations and neighborhoods pitched in to make more than \$16 million in improvements to America's public lands on September 25. National Public Lands Day is just one of the programs of the **National Environmental Education Foundation**. Now in its 17th year, National Public Lands Day has grown from an 800-person clean up day to the country's largest, single-day volunteer effort to clean up, repair, and upgrade parks and green spaces.

American Farmland Trust and the Massachusetts Food Policy Alliance established a 15-member statewide food policy council aimed at increasing production, sales and consumption of Massachusetts-grown foods; bringing healthy local foods to Massachusetts residents and increasing access for underserved communities; protecting the land and water resources needed for sustained local food production; and recruiting and training farmers to provide for the continued economic viability of local food production and distribution.

In the wake of several serious food contamination scares, **Food & Water Watch** launched an interactive online Factory Farm map to help people better understand how factory farming impacts all of us.

Thanks to the efforts of **Trust for Public Land**, thousands of Hollywood area residents got to celebrate the protection of the land behind the famous Hollywood sign, a successful effort which will protect the view of one of the world's most famous signs in perpetuity. This also means Cahuenga Peak will be added to Griffith Park, maintaining public access and protecting the peak's spectacular 360 degree views of the Los Angeles Basin, its hiking trails, and its pristine ecosystem of species not believed to exist elsewhere.



PHOTO: LAist

The **African Wildlife Foundation** celebrated a major conservation win as a 2010 census revealed the mountain gorilla population has made a remarkable rebound. Three decades ago there were only 250 of these gorillas in existence; the most recent count brings the total world population to 786 individuals. This recovery is credited to the collaborative efforts of many organizations and institutions in the Democratic Republic of Congo, Rwanda and Uganda, and the International Gorilla Conservation Programme, a coalition of African Wildlife Foundation, Fauna & Flora International, and the World Wide Fund for Nature.

Last year the **American Solar Energy Society** published the groundbreaking *Green-Collar Jobs* report which showed that renewable energy and energy efficiency sectors generate more than 9 million jobs and \$1 trillion in annual revenue in the U.S. Their second report, *Tackling Climate Change in the U.S.*, demonstrates how renewable energy and energy efficiency can provide the carbon emissions reductions needed to mitigate climate change.

Rainforest Alliance is pioneering sustainable forestry on a global scale. By promoting responsible forest management through the Forest Stewardship Council certification program, they protect both forests and the livelihoods derived from them. To-date, Rainforest Alliance has certified over 100 million acres of forest in over 60 different countries. This represents an area larger than the state of California which is now sustainably managed, and over 1,600 small landowners who have secured a greener, more prosperous future for their families.

For young women in Kigoma, Tanzania -- where **The Jane Goodall Institute** partners with communities to conserve forest habitat and develop sustainable livelihoods -- the barriers for girls to secondary and higher education are high. Through its Lake Tanganyika Catchment Reforestation and Education (TACARE) Program, JGI works to help girls in Kigoma advance through school. Thanks to the Girls' Scholarship Program, 199 young women and counting have been able to attend secondary school and/or college.

World Wildlife Fund protected over 30 million acres of new areas in the Democratic Republic of Congo. This area, roughly the size of Greece, will provide vital habitat for species like African Elephants and Mountain Gorillas, as well as helping to absorb climate-altering CO2 emissions.

Parks in Peril, a joint 17-year partnership between **The Nature Conservancy** and the U.S. Agency for International Development secured the lasting protection of 45 parks and reserves covering 44.8 million acres in 18 countries across Latin America and the Caribbean.

The **National Parks Conservation Association** worked to secure over \$13 million in stimulus funding for renovations at Dinosaur National Monument and Zion National Park. An economic study commissioned by NPCA found that every federal dollar invested in national parks generates at least four dollars economic value to the public. In Utah, the national parks generate over \$480 million in visitor spending and create over 11,000 jobs.

National Audubon Society inspired over 1 million people to care about the environment at 45 education centers and 150 sanctuaries nationwide.

Last year the **Student Conservation Association** placed nearly 4,000 bright, talented, young conservation leaders in parks, deserts, wetlands, and communities. They restored miles of trail, eradicated tons of invasive plants, restored native habitats, protected beaches, performed ground-breaking scientific research, and educated thousands on why conservation matters.

American Forests awarded grants from their Global ReLeaf program to plant 3.7 million trees to restore damaged forest ecosystems from Alaska to Florida and from Armenia to Mexico.

American Rivers' National River Clean-Up program coordinated over 1,500 river clean-ups across the country in 2008.

Board of Directors
(as of June 30, 2010)

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Director of Development
Georgia Institute of Technology

Deb Furry (Vice Chair)
Board President
Earth Share of Oregon

Mark Carlson (Treasurer)
At Large

Lynn Werner (Secretary)
Executive Director
Housatonic Valley Association

Steve Blank
Director of Development
Surfrider Foundation

Jay Dean
Marketing Director
The Trust for Public Land

Paul Lambert
Retired

Michelle Smith
Retired

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Vice President, Marketing
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Paul Bingle
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Lee Bodner
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William Borden
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Corp. & Employee Giving
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Trust for Public Land

Ana Paula Tavares
Rainforest Alliance

Angel Wright-Feldman
Sr. Mngt. Analyst
City Manager's Off.
City of Raleigh

Tom Woiwode
Community Fndn for Southeastern MI

Max Woodfin
Executive Director
Earth Share of Texas

Staff:

(as of June 30, 2010)

Kalman Stein
President and CEO

Robin Perkins
*Director, Communications
and Marketing*

Beth Gunter
Campaign Associate

Steven Kravitz
Chief Financial Officer

Paul Fitzpatrick
Manager of Information Systems

Stephanie Laporte
Campaign Assistant

Perry Bird
Director, Member Services

Miriam Davidson
Manager of Public Campaigns

Etta Tegegn
Accounting Assistant

Cheron Carlson
Campaign Director

Leslie Bethke-Pope
Accounting Manager

Emily Wathen
Communications & Marketing Associate

Mary MacDonald
Director, Business Development

Statement of Revenues and Expenses:

EarthShare's primary method of fundraising is through workplace giving campaigns with governments, corporations, and other institutions. EarthShare functions as the representative of its member charities in these campaigns.

All of EarthShare's member charities receive 100% of all contributions designated to them by donors. Shares of funds donated directly to EarthShare as well as the costs of EarthShare's services are shared among the charity members in differing proportions based on each member's designated donations from all workplace campaigns and its leadership role or other contributions to the functioning of EarthShare.

For the fiscal year ended June 30, 2010, EarthShare raised \$10,440,503 in total contributions from public and private sector employees, corporate gifts and matches, and on-line donations; and had administrative, fundraising and general expenses of \$716,480 (6.9%) that were charged to the member charities for EarthShare's services.

The Board of Directors of EarthShare, which includes representatives from the member charities and workplace campaign sponsors, approves the budget and all expenditures.

EarthShare is audited annually. Its Annual Report, Conflict of Interest Policy, Guidestar financial profile, and IRS Form 990 are available at <http://www.earthshare.org/about-earthshare.html>.

EarthShare meets all of the financial and accountability standards of the Better Business Bureau's Wise Giving Alliance.

Statement of Financial Position (as of June 30, 2010)

Assets

Cash and cash equivalents	\$ 1,529,719
Accounts receivable	262,783
Pledges receivable (net of shrinkage of \$2,085,145)	7,073,013
Prepaid expenses	14,469
Property and equipment, net	86,816
Other assets	25,000
TOTAL ASSETS	\$ 8,991,800

Liabilities and Net Assets

Accounts payable and accrued expenses	\$ 237,339
Campaigns funds payable to member agencies	8,056,963
Deferred rent	37,238
TOTAL LIABILITIES	\$ 8,331,540
Net Assets- Unrestricted	638,277
Net Assets- Temporarily Restricted	21,983
TOTAL NET ASSETS	\$ 660,260
TOTAL LIABILITIES AND NET ASSETS	\$ 8,991,800

Statement of Activities (for the year ending June 30, 2010)

Public Support and Revenue:

Amounts raised in campaigns (less campaign expenses and allowance for uncollectible pledges)	\$ 10,440,603
Less amount designated to member charities	(8,567,620)
PUBLIC SUPPORT DESIGNATED TO EARTHSHARE	1,860,264
Administrative charges for raising funds on behalf of others	1,818,325
Investment income	20,988
Other revenue	257,113
Net assets released from restrictions: satisfaction of purpose restrictions	54,348
TOTAL PUBLIC SUPPORT AND REVENUE	4,011,038

Expenses:

Total program services	3,453,392
Management and general	408,769
Fundraising	307,712
EarthShare Chapters	12,619
TOTAL EXPENSES	4,182,492
Change in unrestricted net assets	(171,454)
Changes in temporarily restricted net assets	
Grant revenue	3,500
Net assets released from restrictions: Satisfaction of purpose restrictions	(54,348)
Change in temporarily restricted net assets	(50,848)
	(222,302)