



## Annual Report

*For the year ended June 30, 2012*

EarthShare continued to pursue its mission of engaging individuals and organizations in creating a healthy and sustainable environment. Our network undertook numerous initiatives in 2012 aimed at benefiting member charities, employer partners, and individuals, while encouraging sustainability and environmental health at all levels.

Over the past year EarthShare developed new tools for engaging employees in their employer's CSR initiatives and sustainability efforts; expanded its regional and state Chapter system by adding new local benefiting charity members in key states; and assumed fiscal management of several government and corporate employee workplace campaigns. Unfortunately, due to the pressures of the recession on public sector and federal employees, EarthShare experienced another year of pledge decline in government campaigns.

**EarthShare's accomplishments during the year included:**

- Staff continued to refine and expand adoption of EarthShare @ Work (ES@W), EarthShare's employee philanthropy, volunteerism and engagement program. ES@W offers a range of tools to connect and educate employees, including expanded volunteer opportunities and environmental experiences; interactive discussion courses about sustainability at work and home for employee groups; regular content about environmental and conservation news and accomplishments, provided in a variety of formats; and the ability to donate to a full range of environmental and conservation causes simply and effectively.
- EarthShare partnered with many new forward-thinking American workplaces in 2012 to engage their employees through the EarthShare @ Work program, including the City of Milwaukee; Donohoe Hospitality Services; McGuire Woods; NBBJ; Pearson Education in NJ; and Toshiba International in TX.
- EarthShare's online pledge tool, Give@The Office (G@TO), is providing governments and companies with a simple, low cost and effective way to manage the donation pledging process within a workplace giving campaign. The tool was adopted by several more EarthShare partners in 2012, increasing the number of users to more than 25 public and private employers. EarthShare is using G@TO to process more than \$4 million in pledges from the fall 2012 campaigns.

- Expansion of the EarthShare Green Team Network program is on the rise. To-date EarthShare has developed and facilitated free best practice-sharing educational forums for employees in Ann Arbor, MI; Baltimore, MD; Washington, D.C.; Houston, TX; Minneapolis, MN; NYC, New York; Providence, RI; and Seattle, WA. Another team will be launching in Los Angeles in Spring 2013.
- EarthShare continued to co-sponsor, develop and facilitate the annual Charities @ Work Best Practices Summit on Employee Engagement and Corporate Citizenship. The 2012 event attracted increased attendance and participation from companies including JPMorgan Chase, Booz Allen Hamilton, Thomson Reuters and Fortune. Corporate participants have called the event a peer-to-peer summit unlike other educational forums on employee engagement, and valuable for both seasoned professionals and newcomers. At a time when employee engagement and CSR are the watchwords of the business community, it is anticipated that the 12<sup>th</sup> annual conference in 2013 will be the most well-attended in its history.
- Development of EarthShare Chapters continued with the addition of new local and regional environmental and conservation charities in each state: Florida, Michigan, Mid-Atlantic, Ohio and Pennsylvania.
- EarthShare continued to grow its online community through its enewsletter and social media outreach, and the number of subscribers, friends and fans, website visits increased dramatically during 2012.
- EarthShare managed four public sector campaigns including the New York City and Sullivan/Ulster Counties in the New York state employees' campaigns, City University of NY, and the State of Georgia employees' campaign. Staff also managed the online giving for Long Island in the New York state employees' campaign, as well as the New Jersey state employees' campaign.

Overall, and despite the tough economy, we are pleased with the progress we have made and where we are currently:

- EarthShare represents the most respected and well-known local and national environmental and conservation organizations in the country.
- We have established a presence in hundreds of workplace giving campaigns across 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 are supporting campaign and business development efforts in most major metropolitan areas across the country.

## 2012 Member Organization Accomplishments

From new fuel efficiency standards for automobiles to landmark conservation protections, 2012 was a successful year for EarthShare member organizations. These successes are possible due in part to the critical support of EarthShare donors, who helped make these and many other environmental and conservation achievements possible in 2012:

In late October 2012, Hurricane Sandy struck the East Coast of the United States, causing astounding devastation—in loss of life, destruction of property, and widespread ecological damage—that will be felt for years to come. **National Wildlife Federation** is working to pass policies to keep people and wildlife safe from storms and floods, and working with on-the-ground partners to protect and restore habitat in areas vulnerable to extreme weather events.

**American Farmland Trust** stepped up efforts to implement the Nutrient BMP Challenge® program that encourages on-farm conservation and helps reduce the amount of fertilizer flowing from farm fields into waterways. Through the program, farmers have reduced fertilizer use by 24 percent, lessened greenhouse gas emissions by 69 percent and soil erosion by 78 percent on thousands of acres in the Midwest alone.

Five Chinese yellow-headed box turtles hatched at the **Wildlife Conservation Society's** (WCS) Bronx Zoo in December 2012. The hatchings are a part of WCS's strategy to save some of the most critically endangered turtle species in the world. Chinese yellow-headed box turtles are considered to be one of the 25 most endangered turtles in the world, with fewer than 150 individuals remaining in the wild.

The Obama Administration issued clean car standards in August 2012 that will raise automobile fuel efficiency to the equivalent of 54.5 miles per gallon—on average—by 2025. That's roughly twice the mileage our cars get today. **Natural Resources Defense Council** (NRDC) has long work to improve standards for fuel economy, including documenting the benefits of such a policy, which range from domestic job growth and reduced oil imports to less pollution.

**American Forests** released the 2012 National Register of Big Trees, which provided the good news that despite the extreme weather in the U.S. over the last year, most of the nation's champion trees endured. The new register recognizes more than 760 of the country's biggest trees, many of which lived through massive destruction in 2012. Since 1940, American Forests' National Big Tree Program has promoted the importance of planting and caring for trees and forests in helping to sustain healthy ecosystems.

After nearly five years of hard work, **The Conservation Fund** conveyed the final piece of Rocky Fork, the largest tract of unprotected land in the southern Appalachian Mountains, to the Forest Service in September 2012. Located along the Tennessee-North Carolina border, Rocky

Fork has nearly 10,000 acres of forest, blue-ribbon trout streams and recreational opportunities that attract visitors and support the local economy.

The European Parliament approved a strict ban on shark finning in 2012, closing a crucial loophole in EU law by requiring that all sharks caught in EU waters, and by EU vessels in international waters, be landed with their fins attached. This is a monumental achievement for sharks and one that **Oceana** campaigned for. The EU is the world's largest exporter of shark fins to Hong Kong and mainland China and the new EU rule represents a huge step forward in the conservation of sharks.

**Defenders of Wildlife** has been a long-time proponent of restoring Yellowstone bison to their historic home on the Great Plains. On March 19, 2012, about 60 genetically pure bison were relocated from a quarantine facility outside Yellowstone National Park to the Fort Peck Indian Reservation in eastern Montana. Through the generous support of their donors, Defenders helped the tribes pay for fencing, purchase additional grazing allotments, and transport the bison 500 miles to their new home. Defenders members also rallied to send thousands of letters to state officials, urging them to restore bison to Montana's tribal lands.

California's landmark global warming law—the world's first mandatory limit on greenhouse gas pollution—is crucial to fighting climate change. After beating back a polluter attack on AB 32 in 2010, **Environmental Defense Fund** is ensuring California meets its emissions goals through a well-designed cap-and-trade program that was implemented in November 2012.

This summer, the Shooting Star State Trail in southern Minnesota added five miles on its western end thanks to the work of **Rails-to-Trails Conservancy** (RTC). At 19 miles long, the paved trail offers a beautiful array of countryside views as it follows the Upper Iowa River, enters Lake Louise State Park, and continues through open prairie, wetlands and small patches of woodland. RTC facilitated many similar rail-trail projects around the country in 2012.

The Clean Water Act turned 40 on October 18, 2012. **Clean Water Fund** has played an important role helping implement, enforce and protect the Clean Water Act. They've stopped illegal pollution by dischargers in dozens of states, protected local waterways and our drinking water, and helped states and local governments find new ways to reduce pollution from runoff.

Thanks to the work of **EarthJustice**, the Danskammer coal plant in the Mid-Hudson Valley will be retired and torn down. The plant was purchased for just \$3.5 million through a proceeding with the U.S. Bankruptcy Court for the Southern District of New York. The plant was riddled with problems including a recent lawsuit over regional haze pollution filed by Earthjustice on behalf of the Sierra Club and **National Parks Conservation Association**, the release of modeling showing how the plant contributed to violations of federal air quality standards for sulfur dioxide, workers on strike and recent flooding damage from Superstorm Sandy.

The **American Solar Energy Society's** National Solar Tour continued offering the world's largest grassroots solar event. More than 160,000 participants visited some 5,500 buildings in 3,200 communities across the U.S. in October 2012 to receive education about renewable energy installations and opportunities in their regions.

Critically endangered Amur leopards received vital sanctuary with the establishment of the Land of the Leopard National Park in Russia. The park, which **World Wildlife Fund** (WWF) lobbied for, contains 60 percent of the cats' remaining habitat. Scientists estimate that fewer than 50 Amur leopards still exist in the wild. WWF also helped finalize Salmon Aquaculture Dialogue standards that address environmental and social impacts associated with salmon farming, while enabling the industry to grow responsibly. They were developed in cooperation with more than 2,000 stakeholders, including Marine Harvest, the world's largest farmed salmon producer.

## **Board of Directors (as of June 30, 2012)**

### **Executive Committee**

Marci Reed (Chair)  
Amer. Inst. Of Architects

Steve Blank (Vice Chair)  
Surfrider Foundation

Deb Furry (Secretary)  
Consultant

Mark Carlson (Treasurer)  
Consultant

Lynn Werner  
Housatonic Valley  
Association

Paul Lambert  
Retired

Tom Woiwode  
Community Fndn for SE MI

### **Directors**

Lee Bodner  
Arabella Advisors

Charlie McCabe  
Austin Parks Foundation

Michael Carren  
JPMorgan Chase

John O'Connell  
Friends of the Parks

Marie Curtis  
EarthShare New Jersey

Bonnie Danni  
Great Lakes United

Jay Feldman  
Beyond Pesticides

Martha Field  
Thomson Reuters

Adam Goozh  
Sandy Spring Builders

Keith Groty  
Retired

Elizabeth Hitchcock  
US PIRG Education  
Fund

Mike Lynch  
Izaak Walton League of  
America

Terence Macko  
World Wildlife Fund

Jerry Rampelt  
EarthShare Ohio

Martin Rosen  
Trust for Public Land

Jonathan Scott  
Clean Water Fund

Michelle Smith  
Retired

Pat Smith  
EarthShare California

Ana Paula Tavares  
Rainforest Alliance

Begona Vazquez-Santos  
The Nature Conservancy

Jeff Whitton  
EarthShare Washington

Matt Wolcott  
Student Conservation  
Association

Angel Wright-Feldman  
City of Raleigh

## National Staff (as of June 30, 2012)

Kalman Stein President and CEO	Miriam Davidson Manager, Public Campaigns	Mary MacDonald Sr VP, Natl Business Development
Leslie Bethke-Pope Accounting Manager	Paul Fitzpatrick MIS	Steven Kravitz CFO
Paul Bingle Director of Fiscal Services	Erica Flock Online Manager	Alyson March Campaign Assistant
Perry Bird Director, Member Services	Beth Gunter Campaign Associate	Robin Perkins Director, Communications & Marketing
Cheron Carlson Campaign Director	Alicia Huddleston Donor Choice Analyst	Etta Tegegn Accounting Assistant

### 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, 2012, EarthShare raised \$9,116,158 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 \$707,099 (7.8) 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, 2012)**

**Assets**

Cash and cash equivalents	\$ 1,361,734
Accounts receivable	394,061
Pledges receivable (net of shrinkage of \$2,085,145)	6,393,654
Prepaid expenses	15,270
Property and equipment, net	13,541
Other assets	25,000
<b>TOTAL ASSETS</b>	<b>\$ 8,412,998</b>

**Liabilities and Net Assets**

Accounts payable and accrued expenses	\$ 240,269
Campaigns funds payable to member agencies	7,897,583
Deferred rent	48,089
<b>TOTAL LIABILITIES</b>	<b>\$ 8,185,941</b>
<b>Net Assets- Unrestricted</b>	227,057
<b>TOTAL NET ASSETS</b>	<b>\$ 227,057</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 8,412,998</b>

**Statement of Activities (for the year ending June 30, 2011)**

**Public Support and Revenue:**

Amounts raised in campaigns (less campaign expenses and allowance for uncollectible pledges)	\$ 9,116,158
Less amount designated to member charities	(7,551,842)
<b>PUBLIC SUPPORT DESIGNATED TO EARTHSHARE</b>	<b>1,564,316</b>
Administrative charges for raising funds on behalf of others	1,914,845
Other revenue	118,307

Net assets released from restrictions: satisfaction of purpose restrictions

**TOTAL PUBLIC SUPPORT AND REVENUE** 3,635,974

**Expenses:**

Total program services	3,142,608
Management and general	393,389
Fundraising	313,710
<b>TOTAL EXPENSES</b>	<b>\$ 3,849,707</b>
<b>Change in net assets</b>	(213,733)

(235,154)