



## Annual Report

*For the year ended June 30, 2015*

**PURPOSE:** To build a healthy and sustainable environment.

**MISSION:** To connect individuals and organizations with EarthShare's member charities through engagement opportunities and philanthropic support.

### 2015: Challenges and Opportunities

The EarthShare network raised and distributed more than \$6.1 million in funding to America's most respected and responsible environmental and conservation organizations in 2015. This nationwide network represents nearly 600 state-based, national and international U.S. nonprofits, and builds support for them through the EarthShare @ Work program. EarthShare @ Work engaged tens of thousands of employees in philanthropic and volunteerism activities in 2015 for the purpose of protecting our air, land, water, wildlife and health.

The shift from traditional workplace giving campaigns to more robust purpose- and results-focused employee engagement and corporate social responsibility (CSR) programs continued, as did EarthShare's development of new tools and resources to offer its partners and donors. Conversations with the private sector confirmed a strong corporate interest in what EarthShare can bring to the table: the connection to a broad environmental community; opportunities for company-wide volunteer activities; content that creates awareness and action toward sustainability and environmental goals that tie to corporate and community goals; and consultation on development and implementation of employee engagement programs focused on the environment.

While managing and responding to the impacts of the changing nature of workplace giving, EarthShare also embraced new leadership at the national level. The organization welcomed Interim CEO, Deb Furry, a leader in the nonprofit community with more than 30 years' worth of experience in workplace fundraising on both the local and national levels. Deb served as a nonprofit consultant for more than 15 years, first through Technical Assistance for Community Services (now the Nonprofit Association of Oregon), and currently through her own business. Deb also served on the board of EarthShare Oregon since 1999 and on the EarthShare National board since 2003.

With Deb at the helm, EarthShare continued to deepen and expand the advisory and programmatic services it offers at the juncture of corporate employee engagement and its members' missions. **Other EarthShare achievements included:**

- In its third and final year of managing the **Combined Federal Campaign of the National Capital Area** (CFC-NCA), EarthShare raised \$46.6 million thanks to the generosity and caring of America's federal and military workforce. The CFC is still the largest workplace giving campaign in the world and raises millions of dollars annually for nonprofits that protect our planet, serve our communities, and provide vital resources to people in need.

- EarthShare co-sponsored, co-developed, and co-facilitated the **14th Annual Charities @ Work Best Practices Summit on Employee Engagement in Corporate Citizenship**. Speakers included leaders from Apple, Credit Suisse, and Microsoft, and engaged attendees from Fortune 500 companies across the country. Each year the Summit attracts thought leaders in employee engagement because of its focus on peer-to-peer learning and actionable information that participants can integrate into their work and goals. EarthShare is pleased to be part of offering the opportunity for committed professionals to come together to learn and share new ideas about effective employee engagement, volunteering and philanthropy.
- EarthShare partnered with several U.S. workplaces in 2015 to engage thousands of individuals through the EarthShare@Work program, including BDO, Sensus, and TIAA-CREF.
- The inaugural **EarthShare Fellowship** was awarded by the Architecture Foundation of Georgia (AFGA) to Quinpeng Wang, a PhD candidate studying sustainable design and construction at the College of Architecture at the Georgia Institute of Technology (Georgia Tech). Wang demonstrated exemplary accomplishments in academic coursework and research in the advancement of sustainable design and building practices, the application of which shows strong promise for positive future impacts for society. Marci Reed, former Executive Director of the Architecture Foundation of Georgia, and Robert Reed III, her husband and a graduate of the Georgia Tech Architecture Program, established the EarthShare Fund to support the work of AFGA and further Georgia Tech's effort to educate future leaders in sustainable design.
- EarthShare's **online activities and social communities** continued to grow through its enewsletter and social media outreach, reaching thousands of new eyes with news of accomplishments in the environmental community.

## Empowering the Environmental Community: 2015 EarthShare Supported Accomplishments

We at EarthShare applaud the minds, hands, and hearts behind some of the most important environmental progress of 2015. These victories for the health of our natural resources would not be possible without the donors that care about contributing to a sustainable future through EarthShare. **Our nearly 600 benefiting member organizations had a lot to celebrate in 2015, including:**

### FORESTS, PARKS & LAND CONSERVATION

- Establishing 16 new national parks in the Bahamas, protecting more than 4 million hectares of marine and coastal areas. The parks will benefit local fishermen by allowing fish populations to thrive, and help to sustain and create jobs by stimulating ecotourism (The Nature Conservancy).
- Joining forces with Apple to help China reduce its environmental footprint by producing paper products from responsibly managed forests within its own borders (World Wildlife Fund).
- Protecting more than 121 million acres of farms and forestland around the world through sustainable management, and training more than 1.3 million people in land management (Rainforest Alliance).
- Protecting the Tongass National Forest in Alaska from development and logging (Earthjustice).

## ENVIRONMENTAL JUSTICE

- Launching a program that gives low-income households and communities better access to and funding for clean energy resources (Rocky Mountain Institute).
- Helping the Environmental Protection Agency (EPA) close loopholes that allowed industry to emit massive amounts of air pollution in low income communities and communities of color (Sierra Club).

## OCEANS, RIVERS & WATER

- Successfully opposing the oil industry's attempts to drill in the Arctic Ocean. (Ocean Conservancy).
- Removing more than 22,000 pounds of trash during beach cleanups around the world on International Surfing Day (Surfrider Foundation).

## SUSTAINABILITY

- Helping California significantly increase the state's renewable energy mix and doubling the efficiency of existing buildings (Environmental Defense Fund). Working successfully with McDonald's and KFC to eliminate unsustainable palm oil from their products (Union of Concerned Scientists).

## WILDLIFE & HABITAT

- Implementing a new national strategy to protect pollinators, resulting in a federal plan to prevent honeybee and butterfly declines through habitat conservation and other measures (Xerces Society; NatureServe).
- Conserving more than 250,000 acres of prime wildlife habitat in Alberta, Canada, one of the most biologically rich landscapes in the country (Yellowstone to Yukon Initiative).

## ENVIRONMENTAL EDUCATION

- Training 29 high school students from the Metro Atlanta area to be future environmental leaders through the 14th annual Earth Tomorrow® Summer Institute (National Wildlife Federation).
- Launching a strategic initiative called Leave No Trace for Every Kid to ensure that the love of nature – and the desire to protect it – is instilled in children through outdoor learning experiences. More than 225 sessions were conducted at schools and camps across the country (Leave No Trace).

*These are just some of the victories achieved by EarthShare benefiting member organizations for our air, land, water and wildlife and our future. They wouldn't be possible without our supporters' willingness to invest in a healthy, sustainable future. Visit our [website story archive](#) for more good news about how workplace giving is building a better tomorrow for all of us.*

## Board of Directors

*As of June 30, 2015*

### Executive Committee

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Mark Carlson, Chair, *Laughlin Constable*  
Tom Woiwode, Vice Chair, *Community Foundation for Southeastern Michigan*  
Marci Reed, Treasurer, *Southface*  
Lynn Werner, Secretary, *Housatonic Valley Association*  
Deb Furry, *Consultant*  
Paul Lambert, Ex Officio  
Jon Scott, *Clean Water Fund*  
Ana Paula Tavares, *Rainforest Alliance*

### Directors

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Heather Beard, *EarthShare North Carolina*  
Steve Blank, *Surfrider Foundation*  
Lee Bodner, *New Venture Fund*  
Robert Connelly, *American Farmland Trust*  
Marie Curtis, *EarthShare New Jersey*  
Jay Feldman, *Beyond Pesticides*  
Sergio Furman, *Wildlife Conservation Society*  
Alan Gray, *Accenture*  
Elizabeth Hitchcock, *Safer Chemicals Healthy Families*  
Jenessa Jensen, *UnitedHealth Group*  
Yee Ting Lee, *Sierra Club Foundation*  
Mike Lynch, *Izaak Walton League of America*  
Terry Macko, *World Wildlife Fund*  
Hayward Majors, *EarthShare New York*  
John O'Connell, *Friends of the Parks*  
Jerry Rampelt, *Ohio to Erie Trail Fund*  
Madeline Reamy, *EarthShare Georgia*  
Martin Rosen, *Retired*  
Pat Smith, *EarthShare California*  
LaTresse Snead, *The Nature Conservancy*  
Robert Stokes, *Galveston Bay Foundation*  
Jeff Whitton, *EarthShare Washington*

**National Staff**  
*As of June 30, 2015*

**EarthShare**

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Brenda Bentley, *Accounting Manager*  
Paul Bingle, *Director of Fiscal Services*  
Perry Bird, *Director, Member Services*  
Cheron Carlson, *National Campaign Director*  
Miriam Davidson, *Manager, Public Campaigns*  
Paul Fitzpatrick, *MIS*  
Beth Gunter, *Campaign Associate*  
Don Kandel, *Chief Financial Officer & COO*  
Mary MacDonald, *Senior Vice President for National Business Development*  
Alyson March, *Campaign Assistant*  
Robin Perkins, *Director, Communications & Marketing*  
Brooke Roman, *Donor Choice Analyst*  
Kalman Stein, *President and CEO*  
Etta Tegegn, *Accounting Assistant*

**Campaign Management Services**

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Joan Alvarez, *Campaign Assistant*  
Tyra Archer, *Communications Coordinator*  
Michael Baver, *Campaign Associate CFC NYC*  
Amy Ginsburg, *Marketing Director*  
India Gordon, *Reception*  
Lindsay Hinman, *Program and Meetings Coordinator*  
Sundani Knowles, *Campaign Assistant*  
John Loyd, *Director of Information Systems*  
Suzanne Maloney, *New York State SEFA Council Director*  
Rich Nightingale, *Senior Agency Support Specialist*  
Lou Nistler, *Executive Director, CFC, National Capital Area*  
Sheila O'Connor, *Director of Campaign Management Services*  
Edith Parrish, *Associate Director*  
Linda Paul, *Managing Director, EarthShare Ohio*  
Annece Perry, *Associate Director*  
Lisa Phillips, *CFC Accounting Manager*  
Janet Sobie, *CFC Accounting Assistant*  
Jessica Wozniak, *Managing Director, EarthShare New England*



## Statement of Revenues and Expenses

*For the year ended June 30, 2015*

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.

EarthShare's member charities are credited with 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, 2015, EarthShare raised \$7,205,641 in total contributions from public and private sector employees, corporate gifts and matches, and online donations; and had administrative, fundraising and general expenses of \$1,022,753 (14.19%) that were charged to its member charities for EarthShare's services. All of EarthShare's members participate in the Combined Federal Campaign.

EarthShare's Board of Directors, 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 [www.earthshare.org/about-earthshare.html](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, 2015)**

Assets

Cash and cash equivalents	2,874,681
Accounts receivable	544,209
Affiliation fees receivable	148,583
Pledges receivable (net of shrinkage of \$1,207,782)	3,425,185
Prepaid expenses	52,079
Due from Combined Federal Campaigns	813,994
Property and equipment, net	11,820
Other assets	33,180
<b>Total Assets</b>	<b>7,903,731</b>

Liabilities and Net Assets

Line of credit	261,862
Accounts payable and accrued expenses	649,135
Campaign funds payable to member agencies	6,625,596
Deferred revenue	50,616
Deferred rent	36,777
<b>Total Liabilities</b>	<b>7,623,986</b>
Net Assets - Board Designated	50,000
Net Assets - Unrestricted	229,745
<b>Total Net Assets</b>	<b>279,745</b>
<b>Total Liabilities and Net Assets</b>	<b>7,903,731</b>

**Statement of Activities (for year ending June 30, 2015)**

Public Support and Revenue

Amounts raised in campaigns (less campaign expenses and allowance for uncollectible pledges)	6,169,673
Less: Amount designated to member charities	(5,042,810)
Public support designated to EarthShare	1,126,863
Administrative charges for raising funds on behalf of others	2,804,697
Other revenue	402,885
Member assessment	-
<b>Total Public Support and Revenue</b>	<b>4,334,445</b>

Expenses

Total Program Services	3,081,947
Management and General	733,973
Fundraising	288,780
<b>Total Expenses</b>	<b>4,104,700</b>

Change in Net Assets 229,745