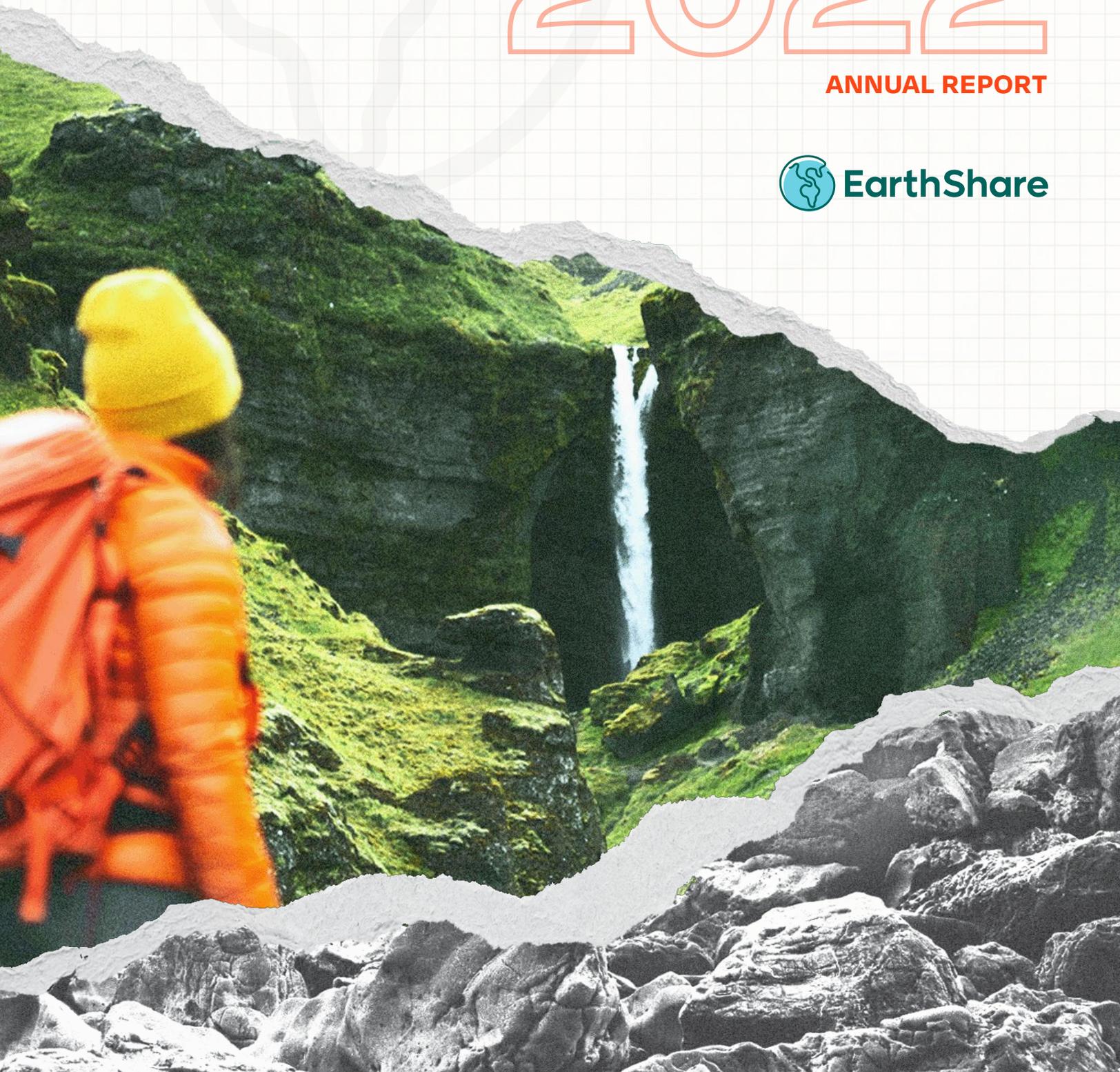


**NEW** The  
**Playbook**  
2022

**ANNUAL REPORT**





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*In 2022, that  
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EARTHSHARE  
ANNUAL REPORT  
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## A Letter to Our Supporters

*2022* was a big year for EarthShare. For nearly 35 years, we have played a pivotal role within the environmental space, helping to raise hundreds of millions of dollars for the planet. But we did this largely in the background.

In 2022, that all changed. While we are enormously proud of our fundraising history with workplace giving campaigns (a service we continue to provide our Nonprofit Partners), we also recognize a need for greater community access—a better way to bring supporters and changemakers together to accelerate the transformation our world so desperately needs.

And that's where the new EarthShare—EarthShare 2.0—comes in. We're stepping forward with confidence, bringing our decades of experience, expertise, and passion to the forefront of the environmental crisis. We now offer innovative services—rooted in new technology—so anyone, regardless of experience or prior knowledge, can get involved. We invite businesses, nonprofit organizations, and individuals to partner with us in striving for a healthier tomorrow.

We couldn't be more excited about this new direction and the immense good that can be done when we work together for the planet. Won't you join us?

**Ting Lee, EarthShare Board Chair**  
**Brad Leibov, EarthShare CEO**



# Scaling Impact, Driving Engagement

Growing our audiences and introducing new forms of engagement

## Technology for the Planet

**We launched our Giving & Engagement platform to make donating to the environment (and other issues) smarter and easier.**

Imagine the power of an online platform where people can learn about environmental action, collaborate with like-minded individuals, and support their favorite causes. Sounds pretty great, right? That's why EarthShare developed our Giving and Engagement Platform—the FIRST environmentally-focused online tool of its kind.

Our Giving and Engagement Platform enables us to meet people exactly where they are—whether it's businesses seeking to cultivate a better giving culture or individuals interested in learning more about the environment and exploring their own philanthropic options. We are making it easier for everyone to participate in creating a healthier planet.

## \$5.4m for the Environment

**In 2022, EarthShare supporters pledged more than \$5 million for a healthier planet.**

Between donor advised funding, workplace giving campaign pledges, regranteeing partnerships, EarthShare secured \$5.4 million for the environment in 2022 alone. Funds raised through these efforts help support our Nonprofit Partners tackling environmental issues across the country, around the world, and in their own backyards.

## An Expanding Nonprofit Network

**We expanded the EarthShare Nonprofit Network!  
What does it mean to be a Nonprofit Partner now?**

EarthShare's Nonprofit Network is at the core of what we do and how we create impact. As our mission and offerings evolved over the past two years, it became clear we needed to redefine how we approach Nonprofit Partners and their relationships within EarthShare. Because they are not just groups we help represent, they're our partners in fighting for a better, healthier planet.

With new dedicated staffing and the goal of creating a Nonprofit Network that represents the full range of solutions needed to combat the environmental crisis, we expanded our Nonprofit Network to organizations across the United States. Our goal? We seek to welcome new Nonprofit Partners working in regions and issue areas underrepresented in our current Nonprofit Network. We are emphasizing marginalized voices, addressing issues like environmental and climate justice, and forging deep relationships with an inclusive collective of amazing organizations dedicated to the environment.



# A Strategic Vision for the Future

Strengthening our foundations to meet the challenges of tomorrow

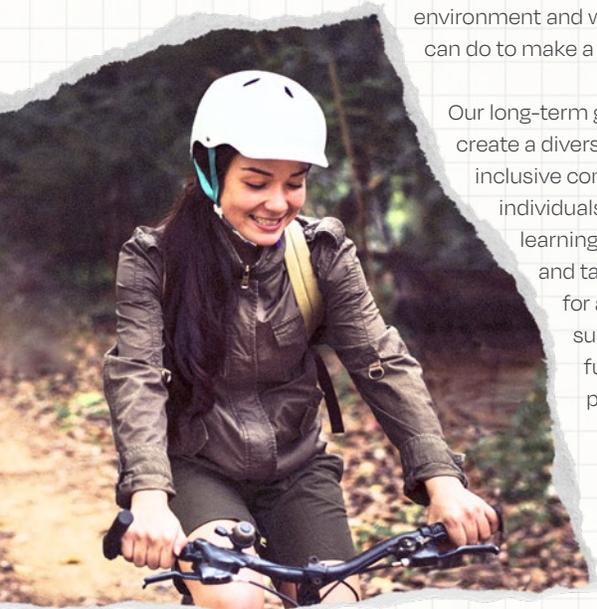
## Introducing EarthShare 2.0

**In 2021, EarthShare created a strategic plan for our organization's future. In 2022, we brought it to life!**

Our recently implemented strategic plan enables us to reach more people at all levels of experience within the environmental movement. We launched an environmentally-focused Giving and Engagement Platform geared toward small to mid-sized businesses and individuals — stakeholders who were previously unable to participate in the EarthShare ecosystem. The Giving and Engagement Platform is a first step in employing innovative technologies and other methods to bring new value and greater inclusivity to the movement.

We're dedicated to cultivating a passionate community of environmental supporters through meaningful education and real-world volunteer opportunities that engage people with the environmental crisis. Through social media and newsletter outreach, we provide valuable content and resources to businesses and individuals and start meaningful conversations about the state of the environment and what people can do to make a difference.

Our long-term goal? To create a diverse and inclusive community of individuals focused on learning, supporting, and taking action for a more just, sustainable future and planet.



## A Fresh Look

**New year, new us. Cool, huh? We brought a fresh look and feel to EarthShare.**

We rebranded! EarthShare needed an updated face and voice to match our new organizational mission. And this wasn't going to be a little change, either. (Go big or go home, right?)

We updated the entire EarthShare brand with a completely new logo, website design, content strategy, and new programmatic offerings. Throughout the year, our internal teams worked on further developing EarthShare 2.0 to reflect a more modern approach to the environmental conversation and to ensure the inclusion of all voices.

We designed this new look and feel to increase the accessibility of our brand to a wider group of stakeholders and to resonate more strongly with younger generations of environmental activists who are more and more on the frontlines of the environmental charge. Clean, modern, and welcoming, we are excited to be taking this incredible step toward a bright, successful future.

## Justice for All

**Equity, diversity, inclusion, and justice are essential to building a healthy, sustainable planet.**

EarthShare recognizes that we cannot achieve environmental progress without the voices and perspectives of a wide community of participants, and particularly those who have experienced and understand best the outsized impact of environmental threats on BIPOC and low-income communities.

Our organization is committed to increasing access for all communities to contribute to and benefit from a healthy, just, equitable, and sustainable environment. Following the approval of EarthShare's 2022-2024 strategic plan, we embarked on a journey of becoming an increasingly inclusive and equitable organization.

We hired outside consultants to help us overhaul our recruiting process, conduct internal reviews of benefits and compensation, launch a staff-led Culture Committee, adopt a more inclusive mission and vision statement, reopen our Nonprofit Network to new participation with a greater emphasis on organizational diversity, and launch new, more inclusive programming for a much wider variety of audiences. And this is only the start. We cannot wait to share with you the amazing changes 2023 will bring!

# Expanding Our Dynamic Community

Sparking innovation with fresh voices and new perspectives

## Welcoming New Platform Partners

**Nonprofits, individuals, and now... businesses! Check out our new Giving & Engagement Platform partnership.**

We've opened our partnership network to businesses interested in socially responsible ways to engage their employees. And, most importantly, it's simple and easy to use.

With the launch of our Giving and Engagement Platform, we are now able to offer businesses a plug-and-play solution that is also fully customizable. Companies can create funds that match their business mission and deploy employee matching programs with automatic participation tracking.

It's easier than ever for businesses to engage their employees while also supporting a healthy planet. Working closely with a handful of new businesses whose employee engagement trends have already dramatically increased by using the Giving and Engagement Platform, we are excited about what the future will hold for these partnerships and many more.

## Growing the Team

**The EarthShare crew is growing! We introduced new positions to our roster in 2022.**

From focusing on the build-out of our content and social media development to expanding our reach to businesses and resources across the country and redefining how we manage our operations and human resources, EarthShare has made some exciting changes during the past year. In tandem with the strategic plan, new staff members have been introduced, bringing fresh talent and skills to the EarthShare team and expanding our capabilities and offerings along the way.

New internal teams were also formed to better drive engagement across all our major initiatives: Nonprofit Partners, businesses, individual (community building), brand awareness, and more.

## Content & Community Growth

**Invigorated efforts in content and social media development are opening doors for connection and conversation.**

With the launch of new programs and initiatives comes an increased demand for content. In preparation for rolling out our current strategic plan, it became clear that EarthShare needed a dedicated team to produce content for use across all public-facing platforms, including our website and social media accounts.

One of the biggest content priorities for 2022 was to begin telling the stories of our Nonprofit Partners and the critical work they do. Our content team worked hard to ensure Nonprofit Partners were able to give voice to their own experiences—from environmental justice to land conservation and more—and that we shared these stories widely; not just on our blog.

Ramping up our social media engine, we began to grow our online presence and following by leaps and bounds. Regular newsletters, blogs, and social posts on Twitter, Facebook, LinkedIn, and Instagram has made regular contact with our audiences simple and far more valuable.



# EarthShare Financials

We're committed to financial transparency and accountability—to our donors, our Nonprofit Partners, and all stakeholders.

## STATEMENT OF FINANCIAL POSITION

ASSETS	FY22	FY21
Cash and cash equivalents	\$644,383	\$809,036
Restricted cash	370,218	407,364
Accounts receivable	359,123	285,358
Affiliation fees receivable	104,273	141,273
Pledges receivable*	3,538,510	2,946,467
Partnership fees receivable	2,592,461	2,624,745
Prepaid expenses	10,528	66,480
Property and equipment	9,378	6,221
Other assets	32,988	32,988
<b>TOTAL ASSETS</b>	<b>\$7,319,932</b>	<b>\$7,319,932</b>

\* Net of shrinkage of \$4,574,618 and \$3,616,659, respectively

LIABILITIES	FY22	FY21
Accounts payable and accrued expenses	\$644,383	\$809,036
Campaign funds payable to Nonprofit Partners	370,218	407,364
Deferred revenue	359,123	285,358
<b>TOTAL LIABILITIES</b>	<b>\$5,318,711</b>	<b>\$4,816,906</b>

NET ASSETS	FY22	FY21
Net assets without donor restrictions (board designated)	\$50,000	\$50,000
Net assets without donor restrictions	2,293,151	2,453,026
<b>TOTAL NET ASSETS</b>	<b>\$2,293,151</b>	<b>\$2,453,026</b>

LIABILITIES & NET ASSETS	FY22	FY21
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$7,661,862</b>	<b>\$7,319,932</b>

## STATEMENT OF ACTIVITIES

WORKPLACE CAMPAIGNS	FY22	FY21
Workplace campaigns – net of est. shrinkage	\$3,867,474	\$3,914,001
Less amounts to Nonprofit Partners	(3,243,273)	(3,320,950)
<b>TOTAL TO EARTHSHARE &amp; SUBSIDIARIES</b>	<b>\$624,201</b>	<b>\$593,051</b>

PUBLIC SUPPORT & REVENUE	FY22	FY21
Donor-advised funding	\$21,064	\$ -
Partnership fees	1,882,628	2,219,705
General contributions	351,354	178,009
Corporate programs	323,451	110,468
PPP loan forgiveness	36,767	234,100
Managed campaign services	205,501	212,082
Other revenue	16,229	9,865
<b>TOTAL PUBLIC SUPPORT &amp; REVENUE</b>	<b>\$3,461,195</b>	<b>\$3,557,280</b>

PUBLIC SUPPORT & REVENUE	FY22	FY21
Program services		
– Campaigns and Nonprofits	\$1,813,584	\$1,583,416
– Corporate partnerships and engagement	809,431	1,020,877
– Donor-advised funding services	394,981	-
– Digital and communications	295,033	236,668
– Affiliate support	10,270	5,445
<b>TOTAL PROGRAM SERVICES</b>	<b>3,323,299</b>	<b>2,846,406</b>
Supporting services		
– Management and general	396,698	321,683
– Fundraising	28,333	18,695
<b>TOTAL SUPPORTING SERVICES</b>	<b>4,252,031</b>	<b>340,378</b>
<b>TOTAL EXPENSES</b>	<b>\$3,748,330</b>	<b>\$3,186,784</b>

WORKPLACE CAMPAIGNS	FY22	FY21
Change in net assets without donor restrictions	(\$287,135)	\$370,496
Net assets without donor restrictions – beginning of year	2,503,026	2,132,530
Acquisition of EarthShare Washington	127,260	-
Net assets without donor restrictions – end of year	2,343,151	2,503,026



*EarthShare is a global  
community taking action  
to protect our planet.*

*Join us today.*



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