

Together Today

EarthShare Annual Report 2023



EarthShare

“ We have a choice in how we face today's environmental issues.

They can be met with fear and despair, or we can choose to embrace them with

AMBITION, AUDACITY,
and OPTIMISM.”

**EARTHSHARE
ANNUAL REPORT
2023**

Contents

**The EarthShare
Approach** 3

**Our Year in
Numbers** 4

**Through the
Decades** 5

**Present
Perspectives** 6

**EarthShare
Financials** 7

A Letter to Our Supporters

Dear friends,

Climate change now stands as one of humanity's most pressing challenges, but it also offers us a unique opportunity for positive change. We have a choice in how we face today's environmental issues—they can be met with fear and despair, or we can choose to embrace them with ambition, audacity, and optimism. We may see these challenges as an impediment to progress or as a force that accelerates our journey toward responsible environmental stewardship and greater prosperity. Together, with all our stakeholders, we choose optimism.

For 35 years, EarthShare has been at the forefront of mobilizing support for our environment and nonprofits working across the United States to make our planet better for everyone. In 1988, EarthShare was created to fill a void; to help employees take action for the planet through their workplace, a largely underserved audience for environmental issues and organizations.

Today, after mobilizing more than \$400 million for the environment, our work continues on. Our reach has expanded significantly as we educate more people about the environment that sustains us and provide the tools for taking action. We serve businesses and individuals alongside our Nonprofit Partners, providing new opportunities for more people to get involved. Using our decades of expertise, we provide the tools and resources people need to make educated decisions about how, when, and where they give.

We are proud of our history and how far we've come from the early days of workplace giving to now offering an innovative donor-advised funding platform that invites everyone, regardless of their environmental knowledge or experience, to take part in the fight for a better tomorrow.

At the end of the day, it's not only what we do that's changed but how we do it. EarthShare has become smarter and more efficient, and we have modernized our approach to tackling critical environmental issues and mobilizing support from as many stakeholders as possible. We're taking active strides to achieve our vision of everyone taking action for a healthy planet.

This is just the beginning. Thank you for joining us.

With gratitude,
Angela & Brad



The EarthShare Approach

This is what we believe. What we do. How we do it.

Our Vision

A world where everyone takes action for a healthy planet.

Our Mission

To amplify impact by providing individuals, businesses, and nonprofits with the inspiration and tools to work together for a just and sustainable world.

Our Platform

For nonprofits, for businesses... for YOU. Check out our tech-forward approach to environmental giving.

Watch our intro video!



Our Goals

EarthShare is all about mobilizing action for the environment and the health of people and planet. Our goals reflect that. We want to:



Increase support for environmental nonprofits.

Help our on-the-ground Partners actively participating in research, education, regeneration, sustainability, and more to obtain increased awareness and support, nationwide and across the globe.



Activate collaboration and engage communities.

Inspire action from everyone, regardless of who they are, where they live, where they work, how much money they have, or how much they know about the environment.



Educate broadly on the environment.

Raise awareness about environmental issues and provide educational resources to businesses, employees, and individuals, regardless of prior experience or knowledge.



Our Year in Numbers

The total EarthShare impact throughout fiscal year 2023

Supporting Nonprofits

\$8M+ funds raised in 2023

\$400M+ in all-time impact

500+ Nonprofit Partners

168 campaigns nationwide

Engaging the Community

801 volunteer hours via Nonprofit Partners

130,000+ people connected

426 stories told

Reaching People

35,238 social media followers

8,270 newsletter subscribers

89,891 website visits

New Nonprofit Partners

In 2023, we saw our Nonprofit Network blossom with innovative new Partners, perspectives, and environmental solutions. Please join us in giving a huge welcome to EarthShare's latest Nonprofit Partners!

- Beaver Institute
- Big Life Foundation
- Brodhead Watershed Association
- California Rangeland Trust
- CalWild
- Cascades Carnivore Project
- Ecology in Classrooms and Outdoors (ECO)
- Environmental Protection Network (EPN)
- Friends of High School Park
- Long Tom Watershed Council
- Natural Dividends
- The Nature Education Foundation
- Ohio State Parks Foundation
- People and Pollinators Action Network Phoenix Conservancy
- Project WET Protect Our Winters (POW)
- Regenerative Rising
- Save the Boundary Waters
- SEE Turtles
- Sustainable Surf
- Urban Climate Resilient Infrastructure & Strategic Planning (UCRISP)
- We Are Neutral
- West Shore Wildlife Center
- Wild Salmon Center
- Wisconsin Health Professionals for Climate Action
- Zero Foodprint

See our complete EarthShare Nonprofit Partner Listings >>>



EarthShare Through the Decades

1980s | Ozone No-Zone

After a massive hole in our ozone layer was discovered over Antarctica, countries across the globe agreed to the banning of CFCs, chemicals directly linked to ozone depletion.

1988 | EarthShare Founded

EarthShare was founded in 1988 to help raise awareness and workplace giving funds for environmental nonprofits across the United States.

1990s | A Need for Big Change

Environmental activism—especially at the grassroots level—became much more widespread, and the idea of sustainability (in all areas of life) became a regular part of the environmental conversation.



1990s | EarthShare Growth

EarthShare, together with over a dozen state-based affiliated organizations, delivered greater support to local, on-the-ground nonprofits doing critical work to support the environment. It's all about the grassroots, baby!

2000s | Raising the Alarm

Scientists warned about climate change and a potential 4 degree (C) increase in global temperatures. The most critical environmental topic turned to the newly introduced term, "global warming."

2000s | EarthShare Televised

EarthShare released a series of public service announcements, narrated by Harrison Ford, to promote workplace giving, positive action for the environment, and efforts to fight against climate change.



2010s | Climate Change Consequences

From the arctic's melting ice caps to massive heat waves across the globe, it became clearer that the consequences of human activities would be extreme. The new focus? How to take action quickly.

2018 | EarthShare Research

EarthShare released a white paper, "The New Business Imperative: Employees turn environmental action into a workplace necessity." In partnership with Pavaddo and Wells Fargo, this research identified the need for companies to meet employee expectations and demands for sustainability. Corporate case studies included Danone North America and AT&T.

2020s | Shifting Priorities

Climate change is here, biodiversity loss is occurring at an accelerated rate, and society at large is recognizing a need for immediate change. Sustainability and clean energy are becoming global priorities.



2020s | EarthShare Tech

EarthShare launched a new donor-advised funding Giving Platform to empower individuals, families, and business donors to engage in philanthropy more effectively. Supported by EarthShare's expertise in environmental giving and a network of exceptional Nonprofit Partners, we're helping everyone to be part of the solution through multiple pathways for fast and high-impact giving.

Watch EarthShare's 2008 series of PSAs, including narration by Harrison Ford!



Present Perspectives

EarthShare is proud to work with a diverse array of Nonprofit and Business Partners—as well as individual supporters—with the united goal of creating a better planet for us all. Let's meet a few!

Individuals

Nonprofits



Businesses



AMERICAN BIRD CONSERVANCY National
www.abcbirds.org

American Bird Conservancy (ABC) protects native wild birds and their habitats throughout the Americas via reserve creation, habitat restoration, and threat reduction. ABC also leads public and private conservation partnerships to get results. ABC co-led expeditions that resulted in the discoveries of the once-lost Dusky Tetraka, one of the top ten most wanted "lost" bird species, and the critically endangered Black-naped Pheasant-Pigeon, a species known only by a set of 140-year-old bones.



prairie rivers network Illinois
www.prairierivers.org

Prairie Rivers Network advocates for clean water and healthy rivers; reducing pollution, preserving wildlife and river habitat, promotes sustainable agriculture, and puts environmental justice at the forefront of their ongoing battle with climate change. Prairie Rivers Network expanded its Herbicide Drift Monitoring Program, which covers approximately 10,000 square miles of the state, monitoring trees and plants for herbicide damage. PRN held multiple webinars and created videos on the dangers of herbicide drift to ecosystem health.



THE STREET TRUST Portland, OR
www.thestreettrust.org

The Street Trust advocates for multimodal transportation that is widely accessible, equitable, safe, and climate just in the Portland Metro region. The organization works to address unsafe street and transportation conditions while supporting investments that reduce barriers and improve lives. The Street Trust engaged communities by administering listening sessions to understand community members' mobility needs as well as compiling multimedia materials highlighting investment priorities and areas of concern with a focus on underrepresented communities.



AIRLOGIX Astoria, NY
www.airlogix.co

With more than 30 years in the HVAC/R industry and more than 300 years of combined industry knowledge, AirLogix is a trusted provider of HVAC and refrigeration services. Passionate about keeping communities and the environment safe, AirLogix provides energy efficient solutions for every building.



duft & watterson Boise, ID
www.duftwatterson.com

Duft Watterson is a national boutique marketing agency that brings inspiration, ingenuity, and agility to every project and design. They believe in the power of showing, not telling, a story, and use this mentality to craft communications that mean something to audiences. After joining EarthShare, 21 employees made 115 donations to 66 nonprofits as a result!



dune Norwood, MA
www.dunejewelry.com

Dune Jewelry & Co. is a small business that helps you capture your favorite memories in keepsakes you'll carry with you forever. Turn sand and stone from your favorite places in the world into stunning jewelry pieces that also benefit the environment! EarthShare worked with Dune to craft a consumer-facing public campaign through the EarthShare Giving Platform, funneling point of purchase donations from Dune's e-commerce website to four select environmental issue areas, all geared toward supporting and protecting marine habitat.

EarthShare Financials

We remain committed to financial transparency and accountability.



STATEMENT OF FINANCIAL POSITION

ASSETS	FY23	FY22
Cash and cash equivalents	\$438,241	\$644,383
Restricted cash	360,809	370,218
Accounts receivable	3,163,038	359,123
Affiliation fees receivable	96,250	104,273
Pledges receivable*	2,978,577	3,538,510
Partnership fees receivable	2,420,536	2,592,461
Prepaid expenses	50,488	10,528
Property and equipment	6,727	9,378
Other assets	32,988	32,988
TOTAL ASSETS	\$9,547,654	\$7,319,932

* Net of shrinkage of \$2,938,573 and \$4,574,618, respectively

LIABILITIES	FY23	FY22
Accounts payable and accrued expenses	\$279,336	\$287,873
Campaign funds payable to Nonprofit Partners	4,397,221	4,779,543
Deferred revenue	422	215,295
Line of Credit Payable	320,000	-
TOTAL LIABILITIES	\$4,996,979	\$5,318,711

NET ASSETS	FY23	FY22
Net assets without donor restrictions (board designated)	\$50,000	\$50,000
Net assets without donor restrictions	4,500,675	2,293,151
TOTAL NET ASSETS	\$4,550,675	\$2,293,151

LIABILITIES & NET ASSETS	FY23	FY22
TOTAL LIABILITIES & NET ASSETS	\$9,547,654	\$7,661,862

STATEMENT OF ACTIVITIES

WORKPLACE CAMPAIGNS	FY23	FY22
Workplace campaigns – net of est. shrinkage	\$3,817,144	\$3,867,474
Less amounts to Nonprofit Partners	(3,160,645)	(3,243,273)
TOTAL TO EARTHSHARE & SUBSIDIARIES	\$656,499	\$624,201

PUBLIC SUPPORT & REVENUE	FY23	FY22
Donor-advised funding	\$3,136,732	\$21,064
Partnership fees	1,708,614	1,882,628
General contributions	454,303	351,354
Corporate programs	250,000	323,451
PPP loan forgiveness	-	36,767
Managed campaign services	192,356	205,501
Other revenue	46,623	16,229
TOTAL PUBLIC SUPPORT & REVENUE	\$6,445,127	\$3,461,195

PUBLIC SUPPORT & REVENUE	FY23	FY22
Program services		
– Campaigns and Nonprofits	\$1,541,490	\$1,813,584
– Corporate partnerships and engagement	656,936	809,431
– Donor-advised funding services	541,803	394,981
– Digital and communications	423,336	295,033
– Affiliate support	40,289	10,270
TOTAL PROGRAM SERVICES	3,203,854	3,323,299

Supporting services		
– Management and general	472,576	396,698
– Fundraising	58,793	28,333
TOTAL SUPPORTING SERVICES	531,369	4,252,031
TOTAL EXPENSES	\$3,735,223	\$3,748,330

WORKPLACE CAMPAIGNS	FY23	FY22
Change in net assets without donor restrictions	\$2,709,904	(\$287,135)
Net assets without donor restrictions – beginning of year	2,343,151	2,503,026
Acquisition of EarthShare Washington	-	127,260
Acquisition of EarthShare California	(502,380)	-
NET ASSETS WITHOUT DONOR RESTRICTIONS – END OF YEAR	\$2,343,151	\$2,343,151

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

Join us today.



1717 K Street NW, Suite 900
Washington, DC 20006
800-875-3863
www.earthshare.org

