



EarthShare Washington
inspires people to care and provide for livable communities and a healthy planet.

2009

Annual Report

Where You At?

"Where You At?" is a fascinating exercise from the 1985 book *Deep Ecology: Living as if Nature Mattered*, by Bill Devall and George Sessions. The authors ask a series of simple yet evocative questions about our sense of place. Here are some examples:

1. Trace the water you drink from precipitation to tap.
2. How many days until the moon is full (plus or minus a couple of days)?
3. Where does your garbage go?
4. How long is the growing season where you live?
5. Name five trees in your area. Are any of them native? If you can't name names, describe them.
6. What is the land use history by humans in your bioregion during the past century?
7. From where you are reading this, point north.
8. What kinds of rocks and minerals are found in your bioregion?
9. Were the stars out last night?
10. Name some beings (nonhuman) which share your place
11. How many people live next door to you? What are their names?
12. How much gasoline do you use a week, on the average?

Did some of these stump you? You're not alone. Even diehard environmental types would have trouble answering all 27 questions in the book. Yet they do point out our awareness of our surroundings, both natural and built.

A "sense of place" is fundamental, contend Sessions and Devall, to understanding our role on this planet, and our connections to our community. This "grounding" helps us plan our lives from the food we eat to the way we travel.

Organizations, too, need a sense of place. In the pages that follow, you'll find many accomplishments of our member organizations that help give EarthShare Washington a sense of place.

You'll also read about some of our 2009 projects, as well as our plans for 2010 and beyond. They're based on a vision of a healthier, more vibrant, more economically sustainable Washington. We invite you to share your thoughts and recommendations about our work, and about ways we can improve.

A handwritten signature in black ink that reads "William Borden".

William Borden, Executive Director

www.esw.org

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2009 EarthShare Washington Financial Report

Portion of pledges retained for operations

EarthShare Washington uses a weighted formula to distribute pledges. Its member organizations authorize EarthShare Washington to distribute an average of 82% of total workplace pledges. The remaining 18% is retained by the organization for operating purposes. (The Better Business Bureau's Wise Giving Alliance recommends 35% or less.)

	FY2009	FY2008
Operating support & revenue		
Total pledges raised	\$964,107	\$976,449
Grants & contributions	\$113,556	\$89,943
In-kind donations	\$15,637	\$30,840
Total funds raised	\$1,093,300	\$1,097,232
Uncollectible pledges	\$(50,000)	\$(96,764)
Designated pledges disbursed	\$(649,016)	\$(559,920)
Income from designated pledges	\$175,350	\$16,134
Other income	\$12,119	\$10,549
Total operating support & revenue	\$581,753	\$467,231

Operating expenses		
Allocations to affiliates	\$265,091	\$319,765
Functional expenses		
Campaign maintenance	\$151,819	\$120,591
Affiliate services	\$36,718	\$32,526
Community outreach	\$49,797	\$65,974
Total program expenses	\$503,425	\$538,856

Supporting services		
Management & general	\$35,582	\$16,816
Fundraising & development	\$20,469	\$16,609
Total supporting services	\$56,051	\$33,425
Total program expenses and supporting services	\$559,476	\$572,281

Increase (decrease) in net assets	\$22,277	\$(105,050)
Net assets at beginning of fiscal year (July 1)	\$72,229	\$177,279
Net assets at end of fiscal year (June 30)	\$94,506	\$72,229

EarthShare Washington spends 5% of revenue on management and fundraising expenses. (Federal guidelines recommend 25% or less.)

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EarthShare Washington Board of Directors & Staff

Board of Directors

Jennifer Beyerlein *
Attorney, Lane Powell

Dale Chenault
Lead Systems Engineer, Microsoft

Peter Drury
Founder, DZO Strategists

Steve Dubiel
Executive Director, EarthCorps

Terry Fernsler
Nonprofit consultant

David Goldberg *
Principal, Mithun

Jennifer Grove
Executive Director, NW Seed

Charles Kahle
Information technology consultant

Bob Sieh *
Partner, Edwards, Sieh, Smith & Goodfriend PS

Nancy Tosta
Principal, Ross & Associates

Angela Uhl *
Development Director, Futurewise

* Denotes officer



Staff

William Borden - Executive Director

Greg Flynn - Campaign Manager

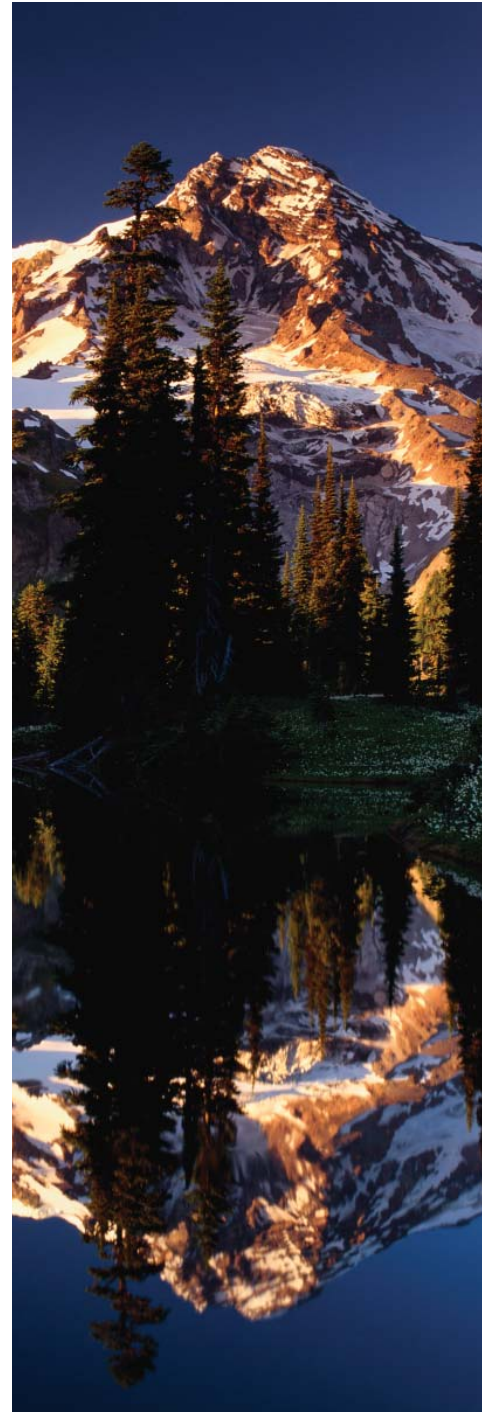
Jeff Whitton - Communications Director

Dianne Stockdale - Finance Manager

Visit

www.esw.org

to learn more about EarthShare
Washington and all of our member
organizations - including news updates,
volunteer opportunities and information
on how you can help advance livable
communities and a healthy planet.



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EarthShare Washington encourages employees to give to the environment at work through payroll giving programs and volunteer projects.

EarthShare Washington: A Peek in the Rear View Mirror... and a Look Ahead

EarthShare Washington (ESW) is best known for helping companies bring environmental giving options to their employees. Through ESW, thousands of employees pledge a portion of each paycheck annually to advance livable communities and a healthy planet.



www.esw.org

Operations and Governance

One of our strategic goals of 2009 was to expand and diversify our board of directors. We added a Microsoft engineer; a LEED-accredited (Leadership in Energy and Environmental Design) attorney with Lane Powell; two organizational strategists; the executive director of NW Seed; and a principal at Ross & Associates (a Seattle-based environmental consulting firm). The board has expanded in both number and sophistication: With 11 current members, we aim to grow to about 15.

Communications

The heart of ESW's communications is our website (esw.org). Support from individuals, companies, and foundations has helped create one of the region's most useful resources for information, viewpoints, events, and volunteer opportunities. It digests both local and national coverage of current issues.

Investing in Effective Nonprofits

In 2009 we reviewed applications from scores of Washington-based nonprofits and selected the organizations that would receive ESW funding beginning in 2010. The applicants – any 501(c)(3) organization may apply – undergo a rigorous three-stage review process. First, the staff selects the applications that meet the minimum membership requirements posted on our website. These applications then move to a 12-person team of community volunteers, experts in fields ranging from ecology to program evaluation to communications. Representing the independent views and concerns of the community, this team takes its responsibility seriously. The team's evaluation takes roughly 3 months before moving to the final stage, a review by our board of directors. In the end, we select our organizations based on their record of recent and planned accomplishments, and how well they can articulate them. We believe this vetting and review process reinforces our accountability and transparency to donors and the public.

In addition, our staff reviews annually each organization's finances and programs. Organizations must demonstrate clear, open financial records (as recommended by GAAP (Generally Accepted Accounting Principles)) and programs that demonstrate an adherence to the organization's mission.

2010 and Beyond

In addition to building our communications programs, especially our website, we'll focus on building new workplace partnerships. Thanks in part to a global "green evolution," EarthShare's reputation has grown in recent years, and with it has grown the number of companies that partner with us: Home Depot, Wal-Mart, JP Morgan Chase, Callison, to name just a few. It's in a company's best interests to encourage employee pledging, especially to groups that protect the environment.

Ten years from now, we envision a Washington State as an even stronger environmental leader and model for the country. We also believe:

- caring for and protecting the environment is part of the social conscience and the normal thing to do.
- ecosystems are protected and the environment is healthy.
- we have livable (sustainable) communities.

Despite current economic challenges, we firmly believe the "green evolution" continues to blossom. Most of our corporate partners, while facing economic hardships of their own, maintain a sincere commitment to "sustainability" and to ESW. Federal investments in clean technology assure a long-term place for conservation.

Confident in a steady, more sustainable economic recovery, EarthShare Washington is hardly standing still: we're creating plans based on new ways of communicating (e.g. social networking), new ways of drawing people to outstanding environmental organizations and programs. Be assured we're planning today for a bolder and brighter future.



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Your Money at Work

Your gift will support a variety of conservation efforts-- from beach cleanups to tree plantings to advocacy work at the local, state and national level.

Washington Trails Association recruited, trained, and supported 2,000 volunteers over the past year; a statewide total of 81,000 hours with a value of more than \$1 million to our public lands.

The Bicycle Alliance of Washington conducted 56 classes and training sessions to youngsters and adults about bicycle safety and commuting.

Washington Water Trust has protected over 29,000 acre feet of water that remains in public trust. Their work on the Okanogan River is projected to increase the steelhead population by up to 50 percent in the upcoming years.

People For Puget Sound restored 46 miles of shoreline with 2,000 volunteers and, with their partners, restored more than 20 salt marshes, beaches and estuaries.

Washington Wilderness Coalition was the driving organizational force behind the Wild Sky Wilderness north of the town of Index, designating 167 square miles for habitat protection and recreation.

Here is a small sampling of what our member organizations have accomplished in 2009.

Sightline Institute reached over 12,000 subscribers with news and reports that promote an environmentally sound economy and way of life in the Pacific Northwest.

In 2008, Washington Environmental Council and Climate Solutions helped pass legislation establishing Washington as a hub for Green Jobs creation.

The Washington Native Plant Society helped restore parks in Snohomish, King, and Pierce counties, as well as in national parks and tribal lands throughout our state.

Puget Soundkeeper Alliance organized cleanup events involving 70 partnering organizations, safely removing 7 tons of trash from Puget Sound's beaches and waterways.

Working with schools, scouting and community programs, Nature Vision reached 44,000 students last year spreading sustainability lessons and messages.

Washington Citizens for Resource Conservation helped create the E-Cycle Washington program which recycled over 25 million pounds of old computers and TVs in 8 months, keeping hazardous chemicals from entering landfills.

More than 4,000 Mountains to Sound Greenway Trust volunteers donated 45,000 hours and planted 15,000 new trees along the Greenway.

Seattle Tilth's Garden Hotline answered 16,319 questions from the public about organic lawn and plant care, stormwater management, composting, reducing household chemicals, and reducing water waste.

NW SEED helped the Lopez Community Land Trust to complete a solar project array for low-income residents, which will produce 36 megawatt hours of clean energy annually.

Washington Water Trails Association worked with State and County Parks to open four new campsites along the Cascadia Marine Trail and planted 4,500 native plants.

EarthCorps' 12,000 volunteers restored urban parks in Everett, Federal Way, Kirkland, Mercer Island, Seattle, Tacoma, Whidbey Island, and White Center. They planted over 32,000 trees, shrubs and groundcovers, and removed over 57,000 square feet of invasive plants.

To date, Rainforest Alliance has certified over 100 million acres of forest (about the size of California) in over 60 different countries, working with more than 1,600 small landowners to secure a more prosperous and sustainable future for their families.

Environmental Defense Fund worked with Wal-Mart to reduce plastic bag use an average of 33% per store by 2013, taking 9.4 billion bags out of the waste stream each year

Through its Global ReLeaf program, American Forests awarded grants to plant 3.7 million trees to restore damaged forest ecosystems worldwide. Projects included orangutan habitat in Malaysia; monarch butterfly overwintering sites in Mexico; urban forest restoration projects in Boston, New York, Los Angeles, and San Francisco; and thousands of acres destroyed by wildfires in California, Minnesota, and Arizona.

Conservation International helped create the world's largest marine park. The Phoenix Island Protected Area encompasses an ocean area the size of California near the island nation of Kiribati, and includes a coral archipelago, two submerged reef systems and underwater mountains.



www.esw.org