

# Engage employees in creating a healthy and sustainable environment



## What EarthShare can do for you

### Workplace Giving Campaigns

Expand your employees' philanthropic choice while providing a simple, convenient way to support conservation and healthy communities – locally, nationally and internationally.

### Volunteer Opportunities

Connect your employees with hands-on volunteer projects, such as beach clean-ups, trail maintenance, park restoration and community gardening. We can help you organize an office volunteer day with our member organizations.

### Educational Presentations & Tools

We can provide expert speakers for employee forums, as well as green lifestyle tips and other content from trusted environmental charities.



*Since 1987, EarthShare Washington (ESW) has partnered with Washington companies, offering employees the opportunity to learn about and support outstanding local, national and international organizations. Every year, thousands of employees support EarthShare Washington's 60+ organizations with a simple, convenient payroll pledge.*

## We can help:

**Increase your company's visibility** as a socially responsible and contributing member of the community.

**Demonstrate a commitment to improving** your employees' health and the health of the planet.

**Connect your employees to your sustainability initiatives** - Connecting your employees to environmental causes while showcasing what you're doing as a company to address sustainability is a great way to get everyone involved.

**Improve morale among your employees** - 86% of EarthShare donors feel better about their employer because they offer environmental giving options.

**Help respected nonprofits** invest in public priorities such as community health and welfare; protection of our air, water and open spaces; energy conservation; wildlife preservation; and much more.

Employee participation promotes ownership and leadership, drives the development of internal practices and policies, and positions companies as thoughtful leaders in employee relations and environmental responsibility.

**One environment. One simple way to care for it.®**

**esw.  
org**

Visit our environmental event calendar, sign up for updates and learn more about how your company can become an EarthShare supporter.

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# By the numbers

Your gift supports a variety of conservation efforts-- from beach cleanups to tree plantings to advocacy work at the local, state and national level. Here's a small sample of what our members accomplished in 2010.



**4509** Number of people educated about commuting, safe routes to schools and traffic safety by the Bicycle Alliance of Washington.

**\$16 million** Amount Climate Solutions helped secure for the green jobs training program in Washington State.

**8389** Number of people who learned sustainability practices and methods from a faith perspective directly from Earth Ministry.

The number of trees and shrubs planted by **23,000** EarthCorps volunteers and crews in urban parks.

The number of school children **51,033** Nature Vision taught about ecosystems, interdependence, and biodiversity.

**58,000** The number of residents of Whidbey Island benefited by Northwest SEED's funding and technical assistance to install a community solar project owned by local investors.

**15%** How much more energy efficient all new homes and businesses will be, thanks to Northwest Energy Coalition's defense of the State Energy Code.

**60,000** Number of acres of Aquatic Reserves protected by People for Puget Sound, including over a mile of the only natural shoreline left on Maury Island

**266** The number of volunteers trained by Puget Soundkeeper Alliance who will patrol by motorboat, kayak, canoe, bicycle or on foot to protect Puget Sound from polluters.

**10,645** The number of people educated by Seattle Tilth in composting and building healthy soil, a key part in Seattle's waste reduction and recycling efforts.

**11,000** Number of residents educated on transportation issues-- and the health benefits of leaving the car at home-- by Transportation Choices Coalition.

**\$52 Million** The amount of funding the Washington Environmental Council helped secure to address toxic runoff, the top source of water pollution in the state.

**100,000** Number of hours Washington Trails Association's volunteers provide in trail maintenance annually (a value of over \$10 million in donated labor since 1993).

**150,000** Number of visitors who enjoy the benefits of Washington Water Trails Association's restoration work on Blake and Blind Islands annually.

**70** Number of years Salmon Creek sat dry before Washington Water Trust restored flow, opening access to pristine salmon habitat and summer steelhead passage.

**\$11 billion** The value of Washington's outdoor recreation industry, protected by many of our groups, including the Washington Wilderness Coalition.

**39.5 million** Pounds of electronics collected for recycling thanks to Zero Waste Washington's work on the statewide E-Cycle program.

**100** Percent of the countries with wild tigers that committed to double their wild tiger population in the next 12 years thanks to World Wildlife Fund's efforts.

**3088** Acres purchased by The Nature Conservancy on the Washington coast in an effort to bring back wild salmon to historic levels of abundance.

**4.5 million** Number of trees planted by American Forests' Global ReLeaf projects all around the world

“ Mithun inspires a sustainable world through leadership, innovation, and integrated design. We make every effort to walk the talk. That includes our long-standing relationship with EarthShare Washington. It's a relationship we find very satisfying. ”

**Dave Goldberg**  
- President, Mithun

Mithun is a national leader in sustainable design and urbanism. They are ardent supporters and their employees always find new and exciting ways to raise awareness and funds for our groups.

**MITHUN**

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# Employer Partners

We partner with hundreds of employers, including federal, state and local governments, Fortune 500 companies, small businesses, and colleges and universities.

“ REI employees love playing in the outdoors, and they're equally passionate about giving back. EarthShare gives our employees a way to support environmental and conservation groups that are making a difference in our state and local communities. ”

**Sally Jewell**  
– President and CEO, REI

REI employees give thousands of dollars every year to EarthShare Washington and our member organizations to keep the outdoors great for recreation.



ACCENTURE AEROJET ALLSTATE AMAZON AMERICAN AIRLINES  
 AMERICAN EXPRESS AMERIPRISE FINANCIAL, INC. AMERICAN SPEECH-LEARNING-  
 HEARING ASSOCIATION ASHLAND INC. AVEDA BASS PRO SHOPS BOEING  
 BILLABONG CH2M HILL CHARLES STEWART MOTT FOUNDATION CHIQUITA CIT  
 CITY OF SEATTLE COFFMAN ENGINEERS COMPUTER SCIENCES CORPORATION  
 COMPUWARE CNA INSURANCE COLE HAAN COX ENTERPRISES  
 DDB NEEDHAM DELL COMPUTER SHAPIRO LLP  
 DICKSTEIN ENTERCOM GENCORP/  
 AEROJET GREEN ENERGY HARVARD MOUNTAIN  
 HEALTH CARE, INC. PILGRIM  
 VANGUARD MEDICAL ASSOCIATES  
 HBO HEWLETT PACKARD HILL, HOLLIDAY HOK HOME DEPOT HOSPIRA  
 HOTEL INDIGO ICIMS INTERFACE, INC. INTERNATIONAL MONETARY FUND  
 JPMORGAN CHASE KAISER PERMANENTE LAWRENCE LIVERMORE LABORATORY  
 MACARTHUR FOUNDATION MICROSOFT MITHUN MOHEGAN SUN CASINO  
 NATURAL BODY SPA & SHOPPE NEW BELGIUM BREWING COMPANY  
 THE NEW YORK TIMES COMPANY NOKIA NORM THOMPSON OUTFITTERS  
 NORTHEAST UTILITIES PARAMETRIX PHILLIPS-VAN HEUSEN PIPER JAFFRAY REI  
 SRA INTERNATIONAL ST. LOUIS ZOO THOMSON REUTERS TURNER FOUNDATION  
 UNDERWRITERS LABORATORIES UNITEDHEALTH GROUP USA TODAY/GANNETT  
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AFRICAN WILDLIFE FOUNDATION ALASKA CONSERVATION FOUNDATION  
 AMERICAN FARMLAND TRUST AMERICAN FORESTS AMERICAN RIVERS  
 BEYOND PESTICIDES BAT CONSERVATION INTERNATIONAL BICYCLE ALLIANCE OF  
 WASHINGTON CLIMATE SOLUTIONS CLEAN WATER FUND THE CONSERVATION  
 FUND CONSERVATION INTERNATIONAL DEFENDERS OF WILDLIFE EARTH DAY  
 NETWORK EARTH MINISTRY EARTHCORPS ENVIRONMENTAL DEFENSE  
 ENVIRONMENTAL LAW INSTITUTE  
 ENVIRONMENTAL AND  
 ENERGY STUDY INSTITUTE  
 FSEE FRIENDS OF THE EARTH  
 FUTUREWISE GALAPAGOS  
 CONSERVANCY GREEN CORPS  
 IZAAK WALTON LEAGUE  
 JANE GOODALL  
 INSTITUTE LAND TRUST  
 ALLIANCE TO MOUNTAINS  
 TO GREENWAY SOUND  
 NATIONAL TRUST  
 FOUNDATION PARKS ARBOR DAY  
 ASSOCIATION NATIONAL CONSERVATION  
 WILDLIFE NATIONAL FEDERATION  
 NATURAL DEFENSE RESOURCES  
 THE NATURE COUNCIL  
 NATURE CONSERVANCY  
 NW ENERGY VISION  
 NORTH-COALITION  
 SEED OCEAN WEST  
 PEOPLE FOR PUGET CONSERVANCY  
 THE PEREGRINE SOUND  
 PESTICIDE ACTION FUND  
 NORTH AMERICA NETWORK  
 SOUNDKEEPER PUGET  
 RAILS-TO-TRAILS ALLIANCE  
 RAINFOREST CONSERVANCY  
 ALLIANCE  
 ROCKY MOUNTAIN INSTITUTE SCENIC AMERICA SEATTLE TILTH THE SIERRA CLUB  
 FOUNDATION SIGHTLINE INSTITUTE STUDENT CONSERVATION ASSOCIATION  
 SURFRIDER FOUNDATION TRANSPORTATION CHOICES COALITION THE TRUST FOR  
 PUBLIC LAND UNION OF CONCERNED SCIENTISTS UNITED STATES PUBLIC  
 INTEREST RESEARCH GROUP ED. FUND WASHINGTON ENVIRONMENTAL COUNCIL  
 WASHINGTON NATIVE PLANT SOCIETY WASHINGTON TRAILS ASSOCIATION  
 WASHINGTON WATER TRAILS ASSOCIATION WASHINGTON WATER TRUST  
 WASHINGTON WILDERNESS COALITION THE WILDERNESS SOCIETY WILDLIFE  
 CONSERVATION SOCIETY WILDLIFE TRUST WORLD WILDLIFE FUND  
 ZERO WASTE WASHINGTON



# Our member charities

EarthShare Washington is comprised of 60+ organizations that work to protect the environment locally, nationally and internationally.

With EarthShare Washington, you can be confident that your gift supports organizations with the largest impact in saving the planet and making sure there are parks, wildlife, clean air and water and a healthy environment for future generations.

*“ Our partnership with EarthShare Washington is something we value. Whether restoring wild salmon habitat in western Washington, or improving the future for natural and human communities east of the Cascades, The Nature Conservancy relies on broad public support to advance its programs. The reliable funds we receive via EarthShare Washington help us achieve our conservation goals throughout the state. ”*

**Dani Beam**  
 – The Nature Conservancy in Washington State, Donor Relations Manager

The Nature Conservancy has helped to protect more than 550,000 acres in Washington, many in preserves the public can visit and enjoy.



# Creating Meaningful Employee Connections



## EarthShare Washington in the Workplace

Leadership and diversity define EarthShare Washington, both in the organizations it represents and the companies with which it partners: Microsoft, Boeing, Parametrix, Mithun, REI, Home Depot, to name a few. Employees at these companies share a common vision for Washington State: clean water, breathable air, vibrant and healthy communities, and vital recreational lands

## Accountable, Efficient, Trusted

The best and brightest environmental organizations earn the privilege and responsibility of EarthShare Washington membership. Each organization undergoes a rigorous evaluation by an independent team of scientists, non-profit experts, and community leaders. In addition to the application process, ESW assesses annually each organization's financial and operational health.

EarthShare Washington consistently exceeds accountability standards established by the Better Business Bureau's Wise Giving Alliance. In nonprofit circles, establishing and maintaining the public's trust is not only the most important key to longevity, it is the only key.

## Fostering Connections with Premier Organizations

In addition to distributing employee contributions to ESW member organizations, what can ESW offer your company?

**Educational presentations with compelling speakers** covering five key issue areas: (1) energy & climate; (2) forests, habitat & wildlife; (3) pollution & toxics; (4) sustainable communities; and (5) recreation & parks.

**Charitable campaign support including informational materials and giveaway items** to promote environmental giving in the workplace.

**Volunteer opportunities** — whether it's custom designing a volunteer day for your employees, or directing them to a worthwhile event in your community.

“ EarthShare Washington's planning is critical to us because we rely heavily on the workplace giving support ESW is able to generate. It's a straight line between ESW's effectiveness, and the work we do for trails and hikers around Washington. ”

**Brian Windrope**

– Washington Trails Association,  
Executive Director

Over the past two years Washington Trails Association has recruited, trained, and supported 2,000 volunteers per year to maintain hiking trails statewide; a total of 162,000 hours with a value of more than \$2 million to our public lands.



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# Frequently Asked Questions

# One simple way to care for it.®



## What are the benefits of adding EarthShare to your employee giving program?

EarthShare Washington's 60+ organizations resonate with a broad employee base. Non-profits as diverse as Washington Trails Association, EarthCorps, Climate Solutions, People For Puget Sound – they embody the reasons people live and raise families in Washington State. Prominent businesses like Microsoft, Boeing, REI, Aerojet, Mithun and others enthusiastically support EarthShare Washington.

## How is a gift distributed?

Donations to EarthShare Washington (ESW) are distributed equally among our organizations. Donors may also choose to have their gifts directed to the organization(s) of their choice according to the guidelines established by their workplace.

“ Because EarthShare Washington balances local and national recipients, my support is felt at home but also contributes to a global picture of environmental health. ”

Microsoft donor

## How does ESW choose its member organizations?

The process begins with the recruitment of an evaluation team. This team of community leaders – including experts in science, communications, non-profit operations, and program evaluation reviews applications from scores of interested organizations. Following this two-month review, the team recommends organizations to EarthShare Washington's board of directors for final review and selection.

The process renews triennially, while the ESW staff reviews each organization's finances and programs in the intervening years.

Organizations must focus on one or more of the following critical issue areas:

(1) energy & climate; (2) habitat, forests & wildlife; (3) pollution & toxics; (4) sustainable communities; (5) recreation & parks.

Scrutinizing its organizations regularly is one reason EarthShare Washington has earned the confidence of tens of thousands of donors.

## Is the environment a workplace priority?

In November 2010 the Greater Seattle Chamber of Commerce released findings from a survey of 1,100 businesses. Questions probed the opportunities and challenges facing companies today, particularly those in King County.

*To the question, “What are the primary benefits of doing business in King County?” the top response was **environmental surroundings & quality of life.***

(Other responses included proximity to universities, technology focus, entrepreneurial spirit, skilled labor force, etc.)

This survey affirms a similar poll conducted 10 years ago by the Seattle Times: **the #1 reason people live and do business here is the environment and quality of life.** HR professionals agree that our environment and quality of life are significant recruitment and retention factors.

## How does adding ESW to our campaign affect employee participation?

A 2010 study of workplace giving trends by LBG Associate confirms this: as choices are added, participation rates grow.

“ According to the research, almost every company cites an increase in employee participation as part of the business case for change. The next two big reasons for change also relate to employees: 72% of respondents feel it demonstrates a responsiveness to employee desires and 66% feel it increases employee morale. One third believes it helps recruit and retain talent. It is not surprising, then, that 92% of companies believe that having an expanded or open workplace giving program is a benefit for their employees. ”

- [Workplace Giving Works! Make It Work for You](#), LBG Associates, Stamford, CT (2010)

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