

# EarthShare Washington Annual Report 2010



The environment is number **One** – again  
One environment. One simple way to care for it.®

In November, 2010 the Greater Seattle Chamber of Commerce released findings from a survey of 1,100 businesses. Questions probed both the challenges and the opportunities facing companies today. Here are the top five responses to the question, "What are the primary benefits of doing business in King County?" (People could choose more than one answer.)

Answer options	Response %	Response #
Environmental surroundings / quality of life	59.7%	617
Economy	43.9%	454
Networking opportunities	33.3%	344
Skilled labor force	29.0%	300
Creative energy	27.5%	284

#### What it takes to receive funds

A question we commonly receive is, "How does EarthShare Washington select its member organizations?"

Organizations seeking to be EarthShare Washington members undergo a painstaking application process: first, the staff weeds out applications that don't meet the minimum membership requirements. The remaining applications then move to a 12-person team of community volunteers, experts in fields ranging from ecology to program evaluation to communications. This team's evaluation takes roughly three months before moving to the final stage, a review by our board of directors. In the end, we select organizations based on their record of recent and planned accomplishments, and how well they can articulate them. We do all this to maintain our accountability to the public. To see a complete list of our member organizations, visit [esw.org](http://esw.org).

  
William Borden, Executive Director

Though the statistics were limited to King County, they overwhelmingly affirm 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.

Today, many Washington companies have developed – or are developing – sustainability programs to increase efficiency and reduce waste. Employee "Green Teams" often drive such programs. EarthShare Washington, the principal connection between these businesses and the nonprofit sector, applauds companies and people that take sustainability seriously. We support sustainability programs through our community speakers bureau, volunteer referral, and other ways to engaging employees.

"I'm impressed by Earth Share's dedication to creating awareness, taking action, and providing financial and volunteer support to environmental groups--and I feel that my pledge is one small way that I can help this important group make a difference."

**S. Robb**  
– Microsoft employee donor

In 2009 Microsoft employees gave \$96 million to charity, including employee donations, company match and volunteer incentive program.



**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 through the Evergreen Jobs Leadership Team 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.

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

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

**58,000** The number of residents of Whidbey Island impacted 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 Associations 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 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 Eildlife 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**  
- Mithun, President

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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**EarthShare**  
Washington

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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. Earth Share 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  
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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  
 ASSOCIATION CONSERVATION  
 WILDLIFE NATIONAL  
 NATURAL DEFENSE FEDERATION  
 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 is going to 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. ”

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

The Nature Conservancy has helped protect more than 550,000 acres of irreplaceable natural lands since 1959 in Washington state alone.



# EarthShare Washington Board of Directors & Staff



## Board of Directors

### Jennifer Beyerlein

Vice President

(2009-2011) At-Large Director

Attorney: Lane Powell

### Dale Chenault

(2010-2012) At-Large Director

Lead Systems Engineer: Microsoft

### Peter Drury

(2009-2011) At-Large Director

Co-Founder: DZO Strategists

### David Goldberg

(2010-2012) At-Large Director

Principal: Mithun

### Jennifer Grove

(2009-2011) Delegate Director

Executive Director: NW Seed

### Mark Howard

(2010-2011) Delegate Director

Senior International Program Mgr.: EarthCorps

### Charles Kahle

(2010-2012) Delegate Director

Technology Consultant

### Heather Ritts

(2010-2011) Delegate Director

Deputy Director: People For Puget Sound

### Bob Sieh

Treasurer

(2010-2012) Delegate Director

Partner: Edwards, Sieh, Smith & Goodfriend PS

### Nancy Tosta

Secretary

(2009-2011) At-Large Director

Principal: Ross & Associates Enviro. Consulting

### Angela Uhl

President

(2010-2012) Delegate Director

Co-Director: Futurewise

“ EarthShare Washington’s planning is critical to us because we rely heavily on the workplace giving support ESW is able to generate. What you do, and how you do it, has direct impact on our mission. It’s a straight line between your 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.



## Staff

**William Borden** - Executive Director

**Greg Flynn** - Campaign Manager

**Jeff Whitton** - Communications Director

**Dianne Stockdale** - Finance Manager

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Washington

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# 2010 Financial Report



## Portion of Pledges retained for operations

EarthShare Washington uses a weighted formula to distribute pledges. Its member organizations authorize EarthShare Washington to retain 18% of workplace pledge for operating purposes. (The Better Business Bureau's Wise Giving Alliance recommends 35% or less.)

EarthShare Washington spends 3.2% of revenue on management and fundraising expenses. (Federal guidelines recommend 25% or less.)

*“ The funds we receive through EarthShare Washington make a real difference in moving toward a zero waste future. EarthShare Washington builds bridges to workplaces and employees who Zero Waste Washington would otherwise not have access to. ”*

**Suellen Mele**

– Zero Waste Washington, Program Dir.

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



	FY2010	FY2009
<b>Operating support &amp; revenue</b>		
Total pledges raised	\$878,449	\$964,107
Grants & contributions	\$49,141	\$113,556
In-kind donations	\$11,919	\$15,637
<b>Total funds raised</b>	<b>\$939,509</b>	<b>\$1,093,300</b>
Uncollectible pledges	\$(50,000)	\$(50,000)
Designated pledges disbursed	\$(497,069)	\$(649,016)
Income from designated pledges	\$130,784	\$175,350
Other income	\$5,369	\$12,119
<b>Total operating support &amp; revenue</b>	<b>\$528,593</b>	<b>\$581,753</b>
<b>Operating expenses</b>		
Allocations to affiliates	\$331,380	\$265,091
Functional expenses		
Campaign maintenance	\$157,490	\$151,819
Affiliate services	\$37,087	\$36,718
Community outreach	\$43,719	\$49,797
<b>Total program expenses</b>	<b>\$569,676</b>	<b>\$503,425</b>
<b>Supporting services</b>		
Management & general	\$14,811	\$35,582
Fundraising & development	\$18,016	\$20,469
<b>Total supporting services</b>	<b>\$32,827</b>	<b>\$56,051</b>
<b>Total program expenses and supporting services</b>	<b>\$602,503</b>	<b>\$559,476</b>
<b>Increase (decrease) in net assets</b>	<b>\$(73,910)</b>	<b>\$22,277</b>
<b>Net assets at beginning of fiscal year (July 1)</b>	<b>\$94,506</b>	<b>\$72,229</b>
<b>Net assets at end of fiscal year (June 30)</b>	<b>\$20,596</b>	<b>\$94,506</b>