



Support 60+ Environmental Groups
with just **One** gift

Frequently Asked Questions

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

EarthShare's 60+ organizations resonate with a broad employee base. Among 1,200 charities, EarthShare Washington (ESW) ranks third in contributions from state government employees. 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. And companies as diverse as Microsoft, Boeing, REI, Aerojet, Mithun and other prominent businesses enthusiastically support EarthShare of Washington. In the words of Sally Jewell, CEO of REI, "Our employees [are] 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."

How is a donor's gift distributed?

Donations to EarthShare Washington are distributed equally among our organizations. One Microsoft supporter said, "Because EarthShare Washington balances local and national recipients, our support is felt at home but also contributes to a global picture of environmental health." Donors may also choose to have their gifts directed to the organization(s) of their choice according to the guidelines established by their workplace.

How does EarthShare 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 the EarthShare Washington's board of directors for final review and selection. The process renews biennially, 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: energy & climate; forests, habitat, & wildlife; pollution & toxics; sustainable communities; recreation & parks. Scrutinizing its organizations regularly is one reason EarthShare Washington has earned the confidence of tens of thousands of donors.

How does adding EarthShare to our campaign affect employee participation?

According to a 2002 survey of 100 companies representing more than five million employees, expanded giving programs have a positive impact on total giving and employee participation. Acknowledging employees' interest in environmental issues by adding EarthShare Washington typically attracts more participation and benefits all participating charities. "A rising tide," the saying goes, "lifts all boats."

Our employees can already designate to any charity via United Way.

While United Way's intent is to offer broad choices for everyone, its impact is to highlight health and human service agencies to prospective donors. No one represents the breadth of community health and human service charities better than United Way. Likewise, EarthShare Washington is the voice for livable communities and a healthy planet. EarthShare provides employees a direct connection to key resources and involvement opportunities on issues ranging from climate change to pollution prevention. Washingtonians draw strength and inspiration from the mountains, waters, woodlands, farms, parks and open spaces that surround our home. We expect and rely on clean air and drinking water, efficient transportation systems, renewable energy, and abundant recreation opportunities. We want our children and neighborhoods free from the effects of harmful chemicals. Together, we can create healthy and sustainable communities.



Visit www.esw.org
to learn more about EarthShare Washington.

*The survey was conducted by The Consulting Network (TCN), a Virginia management consulting firm that specializes in corporate citizenship, community relations and contributions.