



2009-10 Annual Report

Mission

EarthShare New York (ESNY) is a statewide environmental federation whose mission is to engage, educate and connect individuals and organizations to support and promote a healthy and sustainable environment. We reach receptive new audiences throughout New York State by conducting volunteerism programs, educational and sustainability activities, and over 40 public and private sector workplace charity campaigns on behalf of our respected environmental and conservation organization members. Through its member organizations, ESNY supports the promotion of public health and welfare and conservation of natural resources for present and future generations.

As the world faces growing environmental challenges, ESNY recognizes that it is increasingly important to support nonprofits devoted to advancing our environmental stability. By making the donation process easier and more personal, ESNY empowers everyday citizens to become active philanthropists who support the protection of human health, clean water and air, wilderness and wildlife conservation, and endorse initiatives to alleviate global warming.

Growth and Impact

The stagnant economy, particularly in regard to its effect on unemployment, continued to drive down ESNY's 2009 campaign pledge results, resulting in an overall pledge decline of 21.2% from the 2008 campaign year. This was not unexpected, and ESNY's Board developed austerity plans to ensure expenses would align with a drop in income.

On the bright side, corporate social responsibility programs, particularly in the area of employee engagement and sustainability, continue to blossom despite the sluggish economy. This has provided ESNY with a valuable opportunity to reinforce current employer relationships and to cultivate promising new prospects. Though new campaigns were not secured for the 2009 campaign season, many new companies are considering hosting EarthShare campaigns, and the "green" movement, among both institutions and individuals, continues to thrive.

ESNY expects to return to a growth mode in the foreseeable future, but with continued lower pledge results and a tighter cash flow ESNY is challenged to build capacity without the benefit of increased financial resources. To accomplish this, ESNY has worked to enhance its management relationship with EarthShare national, to reach out to the corporate community for volunteers that can provide expertise in marketing and other key areas not well represented by staff or the Board, and to inspire stronger involvement with ESNY member organizations.

On the membership initiative front, ESNY has continued to ensure that important environmental issues are funded by proactively seeking new member organizations that perform outstanding services on key issues and/or in underrepresented areas in New York State. We are proud to announce the Agricultural Stewardship Association as our newest member.

Federation Expenses/Member Fees

All of EarthShare New York's member charities receive 100% of all contributions designated to them by donors. Shares of funds donated directly to EarthShare New York as well as the costs of EarthShare New York's services are shared among the charity members in differing proportions based on each member's designated donations from all workplace campaigns and its leadership role or other contributions to the functioning of EarthShare New York.

For the fiscal year ended June 30, 2010, EarthShare New York raised \$954,737 in total contributions from public and private sector employees, corporate gifts and matches, and on-line donations; and had administrative, fundraising and general expenses of \$19,837 (2.1%) that were charged to the member charities for EarthShare New York's services.

The Board of Directors of EarthShare New York, which includes representatives from the member charities and workplace campaign sponsors, approves the budget and all expenditures.

EarthShare New York is audited annually. Its Annual Report, Conflict of Interest Policy, Guidestar financial profile, and IRS Form 990 are available at <http://www.earthshareny.org/about-earthshare.html>.

Noteworthy Program Activities



Metro Area Green Team Chapter

Dedicated to the undertaking of engaging individuals and organizations in creating a healthy and sustainable environment, ESNY's Metro Area Green Team chapter has established itself as vital tool for sustainability and environmental leaders to learn from one another. This year, the group met several times and shared best practices on employee engagement; discussed and viewed an example of a sustainable office space; and learned about climate change simulation tools

that can aid employers and individuals in assessing their carbon reduction actions.

EarthShare Family Night at Central Park Zoo
 ESNY held its 9th annual Family Night at Central Park Zoo, a donor recognition event attracting over 1,100 guests from workplace giving campaigns. The event, graciously sponsored by Phillips-Van Heusen, welcomed employees from American Airlines, American Express, Avon, CIT, HBO, the federal government, Grey Advertising, JPMorgan Chase, the Met, New York City and State agencies, The New York Times, Pace University, Phillips-Van Heusen, Time Inc., United HealthGroup, Zurich and others.



ESNY members tabled at the event, which provided them with innumerable opportunities to educate and cultivate new donors. And, for the seventh year, Whole Foods donated its catering services with an outstanding variety of nutritious offerings for the attendees. The Snow Leopards, new to the Zoo this year, were a huge attraction.



Accomplishments

Below is a sample of the work of the member organizations that EarthShare New York supports.

- ❖ 2009's federal budget debate came to a happy ending for **Audubon New York** when Congress and the President agreed to spend \$7 million for protecting and restoring Long Island Sound, more than double the funding received in the previous year. Audubon has been a lead advocate for the protection and restoration of Long Island Sound for more than 15 years. The Sound, one of the first estuaries recognized under the National Estuary program in 1985, is not only a critical ecosystem for marine life throughout the east coast, but provides essential migratory and breeding bird habitats, and is home to 125 species of birds, including the endangered piping plover. The funding will stimulate efforts to improve water quality and protect important open spaces around this critical national treasure.

- ❖ **Great Lakes United** will be developing a model water conservation plan, seeing this plan adopted and implemented, working with two communities facing water shortages and helping them use conservation as a solution, and raising public awareness of the actions that can be taken to protect and conserve the Great Lakes. States and provinces agreed to adopt this three-year, four-pillar conservation program to stem our own wasteful water use.

- ❖ **Open Space Institute (OSI)** expanded public access to both the Walkkill Valley Rail Trail and the Long Path, increasing recreational amenities for residents and visitors in New York State. OSI also protected five farms totaling 770 acres in three of our agricultural areas—the Rondout and Walkkill Valleys, the Catskills and the Kinderhook Corridor in Columbia County.

- ❖ In an unusual collaboration of public & private interests, **The Nature Conservancy** has purchased more than 310,000 acres of private forest land from the Plum Creek Timber Company. This purchase will help secure the future for millions of acres in one of the last, biologically complete natural systems on the planet: The Crown of the Continent. These forests and valleys encompass the intersection of pathways connecting vital habitat for wildlife throughout the Northern Rockies. Home to the largest population of grizzlies and the endangered Canada lynx, it is one of barely a dozen places left on Earth that has not had a single plant or animal extinction in recorded history.

- ❖ Thanks to encouragement from organizations like **Riverkeeper** and **Environmental Advocates of New York**, New York's governor helped to protect the health of New Yorkers and their drinking water by issuing an Executive Order that calls for a temporary timeout on high volume hydraulic fracturing and horizontal drilling for natural gas. In doing so he signaled his understanding that high volume hydraulic fracturing, or "fracking," threatens both public health and the environment. The Executive Order places a timeout on horizontal wells for fracking for natural gas through July 1, 2011.

- ❖ As the BP oil disaster transitions from emergency response to recovery and restoration, **Ocean Conservancy** has expanded its commitment to the Gulf region through the establishment of the Gulf Restoration Center in New Orleans. This center is strategically located for working directly with decision-makers and affected communities of the northern Gulf of Mexico to promote restoration of an ecosystem that supports our economy and way of life. The Center also will work directly with state and federal decision-makers to ensure successful restoration outcomes.

- ❖ Since 2008, **The Adirondack Council's** carbon emission retirement program has helped educate the public about the Regional Greenhouse Gas Initiative and the cap and trade program proposed for climate change and legislation at the national level. Working with regional public radio stations and statewide media outlets, the Council

reported this year that over 3,000 tons of carbon credits have been officially retired (by serial number) since the program's initiation.

- ❖ Last year, **the Buffalo Olmstead Conservancy** continued its commitment to the community to provide clean and safe green spaces to more than 1 million park users. During the busy warm months, they had 100 seasonal staff working throughout the system. The Conservancy also continued park-maintenance training for participants of poverty reduction programs. Approximately 700 people were trained by Olmsted staff for green collar jobs and it is expected they will do the same this coming year.

- ❖ **Wildlife Conservation Society (WCS)** celebrated the approval of their new shark exhibit, to be open in 2015. The design for the New York Aquarium's "Ocean Wonders: Shark" exhibit has received approval this year from New York City. Ocean Wonders: Shark is a key component of A Sea Change, a 10-year partnership between WCS, the City of New York, and the Borough of Brooklyn. The initiative's objectives are two-fold: renewing WCS's New York Aquarium with innovative architecture and exhibits, and renewing WCS's commitment to local marine conservation. The 50,000-square foot building will be a celebration of the city's maritime history and of sharks—animals often misunderstood and threatened worldwide by overfishing.

- ❖ This past year **Citizens Campaign Fund for the Environment (CCFE)** launched a new campaign entitled "Power Plants Kill Fish" to educate the public and elected officials on how Long Island's five steam electric power plants affect marine life. CCFE worked with Network for New Energy Choices (NNEC) to release the report "Power Plants Kill Fish: LI Power Plants and their Adverse Effects on Coastal Fish". The report documented that billions of fish, fish larvae, and fish eggs are killed annually due to the power plants' antiquated open loop cooling systems. The report also highlighted how new technology, namely closed loop cooling, can reduce fish kills by 95%. Along with the report, CCFE & NNEC created and distributed over 5,000 copies of a public friendly brochure.

- ❖ This past year, not only did **New York Restoration Project (NYRP)** celebrate the planting of their 250,000th tree (which was planted in Queens, NY) but they also added to their list of accomplishments the opening of a new community garden in the South Bronx. Residents began marveling at their own corn field, among other exceptional features found in the 15,500 square-foot Target Bronx Community Garden. Like gardens, community participation requires cultivation. To accomplish this task and ensure NYRP's gardens grow and flourish alongside the residents they serve, NYRP staff circulates through neighborhoods, literally going door-to-door to invite residents to garden meetings, programs and events.

To find out more about ESNY and its member organizations,
please visit www.earthshareny.org.

EarthShare New York Board of Directors

	Term of office
Tally Blumberg (Secretary) <i>Director of Development</i> <i>Open Space Institute</i>	2008-2010
Bonnie Dannie (Treasurer) <i>Director of Finance & Development</i> <i>Great Lakes United</i>	2009-2011
Diane Fish (Vice President) <i>Director of Fund Development</i> <i>Adirondack Council</i>	2008-2010
Diana Fryda <i>Development Coordinator</i> <i>New York Public Interest Research Group</i>	2009-2011
Martha Gershun <i>Director of Development</i> <i>Parks & Trails New York</i>	2008-2010
Shari Greenblatt (President) <i>Manager, Special Projects</i> <i>Natural Resources Defense Council</i>	2009-2011
Pamela Lippe <i>Executive Director</i> <i>Earth Day New York</i>	2008-2010
Hayward Majors <i>At-Large</i>	2009-2011
Yvonne Ramirez-Lesce <i>At-Large</i> <i>Vice President of Human Resources, Pace University</i>	2008-2010
Ron Urban <i>Chairman</i> <i>NY State Chapter, Trout Unlimited</i>	2009-2011

EarthShare New York FY10 Board meetings

October 8, 2009
12PM-2PM
Open Space Institute
1350 Broadway, Suite 201
New York, NY 10018

February 11, 2010
12PM-2PM
Open Space Institute
1350 Broadway, Suite 201
New York, NY 10018

June 24, 2010
12PM-2PM
EarthShare New York
40 West 20th Street, 11th Floor
New York, NY 10011

EarthShare New York had no paid employees during FY10.