

sharing news

Spring 2000

The Earth Share Report



Earth Share

A NEW ERA OF ACTION

1999 saw the environment take center stage on a broad range of fronts, with Earth Share member agencies playing leading roles — from world trade to local streams, from the stunning comeback of the bald eagle to the disturbing loss of forests and farmland. On these and many other issues, the generous support provided by workplace giving campaigns helped Earth Share member charities make valuable contributions to protecting and improving the environment, economic stability, and our quality of life.

GROWING SMARTER

The national conversation on urban sprawl and “smart growth” has become increasingly more robust. In New York City, **The Trust for Public Land** worked with Bette Midler/New York Restoration Project to provide the “Divine” intervention that saved 113 community gardens from the auction block. Meanwhile, **Rails-to-Trails Conservancy (RTC)** is close to realizing its goal of creating a nationwide network of trails and greenways. RTC estimates that within the next decade, people will be able to cross the country from east to west or north to south exclusively on rail-trails, canal towpaths, and greenways.

A comprehensive report by the **Environmental Law Institute** concluded that the southeastern U.S. can continue to reap the benefits of the region’s bustling economy without the mounting fiscal, health, and environmental costs of poorly-planned development by promoting community revitalization, conservation, and transportation alternatives.

Further north, **The Conservation Fund** helped buy 58,000 acres on Maryland’s Eastern Shore, including 11,000 acres of wetlands, the largest land acquisition in state history. **The Nature Conservancy** purchased 286 square miles along the Saint Louis River corridor in Maine — one of the largest private tracts of land ever purchased for conservation in the northeastern U.S.

To aid in the fight against the unplanned growth overrunning rural landscapes and draining cities and towns, **Scenic America** released *1999 Last Chance Landscapes*. The report proposes remedies for listed threatened areas, including the South Coast Foothills in southern California and Walden Woods in Massachusetts.

These anti-sprawl efforts were joined by those of other Earth Share members, including **Surfrider Foundation**, working to fight urban sprawl that affects coastal areas; and **American Farmland Trust**, which established an urban-rural coalition with the U.S. Conference of Mayors to recycle “brownfields” and protect “greenfields.”

PROTECTING THE ANIMAL PLANET

Many victories were won in ‘99 by Earth Share member agencies on behalf of wildlife and its habitat. The **National Audubon Society** celebrated the removal of America’s national symbol, the bald eagle, from the Endangered Species List. **The Peregrine Fund** similarly celebrated the removal of its namesake, the Peregrine Falcon, from the Endangered Species List and is now using techniques developed for the Peregrine to restore other endangered birds to their place in nature.

Meanwhile, **The Wilderness Society** intensified its fight to protect the Arctic National Wildlife Refuge from oil exploration by promoting legislation that would stop all oil drilling through the addition of the refuge’s Coastal Plain to the National Wilderness Preservation System.

In the Pacific Northwest, **American Rivers** announced plans to revitalize the Columbia and Snake rivers by 2005, the bicentennial of Lewis and Clark’s historic voyage. **Earthjustice Legal Defense Fund** launched a campaign called “Fish-Trees-Water,” working with dozens of groups throughout the Pacific Northwest to protect endangered salmon stocks by challenging and halting destructive dam and logging operations.





Overseas, the **African Wildlife Foundation** lauded the establishment of the world's first international task force to combat poaching and other wildlife crimes. Five African nations agreed to empower the "African Interpol," as many call the task force, to help stop illegal trade in wildlife. The **Wildlife Conservation Society** launched a campaign to warn the public about ultra-chic *shabtoosh* scarves and shawls, made of wool from the carcasses of endangered Tibetan antelope.

Grassroots organizations in at least 20 states have taken on animal factories, but with no shared strategy and few shared resources. **Americans for the Environment** stepped into this void, hosting "Barndance," a strategy session for activists from more than 50 groups that resulted in a new, cooperative strategic planning and action process.

PRODUCTIVE PARTNERSHIPS

Earth Share member agencies have found partnerships to be a powerful and productive force for environmental action, and 1999 saw the creation of several new and innovative alliances.

Environmental Defense, which pioneered partnering with corporations to help reduce their environmental impact, worked with such leading companies as Federal Express, United Parcel Service, Johnson's Wax, and Starbucks, and released a landmark report to help other environmental groups partner with the private sector. Another partnership, between the **Natural Resources Defense Council** and Dow Chemical, will eliminate some 2 million pounds of toxic chemicals at one Michigan plant and save Dow nearly \$2 million a year. Meanwhile, **American Forests** (AF) and ExxonMobil will plant 300,000 trees in the Russian Far East to restore Siberian Tiger habitat, and AF will work with Eddie Bauer to help restore damaged ecosystems through AF's "Global Releaf" program.

National Parks Conservation Association (NPCA) is helping the National Park Service develop business plans for funding the \$3.5 billion backlog in basic park maintenance. By recruiting and placing MBA students in key parks, NPCA is developing business models to help protect the parks for years to come.

The **Rainforest Alliance's** "Allies in the Rainforest" program is supporting locally based partnerships working to stop rainforest destruction in their own backyards. Participants, including many U.S. school classes, have raised money to support such partnerships as SalvaNATURA, which is working to save a national park in El Salvador while promoting environmentally friendly coffee farming methods.

And **Friends of the Earth** is working through the Corporate Sunshine Working Group to ensure that Wall Street integrates environmental information into financial decision-making by monitoring the Securities and Exchange Commission's implementation of environmental disclosure regulations.

EARTH IN THE SPOTLIGHT

The booming world of media and the Internet allowed Earth Share member agencies to shine

much-needed attention on key environmental issues and individuals.

Many Earth Share members are focusing their creative juices on targeted Web efforts. The **Union of Concerned Scientists** (UCS), in partnership with the American Lung Association and other organizations, launched www.cleancarpledge.org to help "drive the demand for clean cars," while **Defenders of Wildlife** launched www.kidsplanet.org, a highly entertaining site aimed at promoting kids' environmental education and activism.

On television, the **Student Conservation Association** (SCA) was featured in PBS's series, "The Visionaries," which chronicled the mission of SCA through the experiences of a high school crew in Washington's North Cascades National Park, as well as the urban adventures of SCA's urban diversity program participants in Washington, D.C. The work of the **Center for Marine Conservation** (CMC) was featured on Discovery Channel's "Animal Planet," which documented the Australian research vessel *Quest* as it supported CMC's research activities.

Amid all this electronic wizardry, print media remained a vital link for Earth Share member agencies. **Conservation International** (CI) scored a double victory by having its Center for Applied Biodiversity Science featured in *Fortune* magazine in April, followed two months later by *Time* magazine naming CI's president, Russell Mittermeier, one of its "Heroes of the Planet" for CI's work to protect the world's "hot spots," areas that are disturbed by human activity but still exceptionally rich in animal and plant species.

On the book front, **Rocky Mountain Institute** published *Natural Capitalism*, describing a new "biologically inspired" business model for the next industrial revolution. And the **Union of Concerned Scientists** published *A Consumer's Guide to Effective Environmental Choices*, which looks at the full range of consumer activities to identify which cause the least and most environmental damage.

PROTECTING HEALTH

Campaigns have increased to reduce environmental problems' health impacts, particularly on low-income communities and people of color. The **Environmental Justice Fund** (EJF) continued its work of strategic collaboration among environmental justice networks. Last fall, the Asian-Pacific Environmental Network — an EJF member — achieved installation of a multi-lingual hazardous materials spill warning system in Richmond, California. The **Center for Health, Environment and Justice** continued to focus on such key issues as fighting incinerators and landfills, and promoting grassroots activism on the dangers of PCBs and dioxins.

Meanwhile, **Beyond Pesticides/ National Coalition Against the Misuse of Pesticides** launched a major study on "poison poles" — common, wooden utility poles coated with toxic wood preservatives that can harm birds, insects, and people, and which have accumulated in hundreds of Superfund toxic waste sites.



CLIMATE CHANGE GETS HOT

A year filled with hurricanes, floods, and droughts helped spur increased attention to the human impact on the earth's climate. Earth Share member agencies took action — to educate businesses and the public and promote profitable solutions to both developed and developing nations.

As U.S. negotiators prepared to meet for international climate change talks in Bonn, Germany, **U.S. PIRG's** report, "Flirting With Disaster: Global Warming and the Rising Costs of Extreme Weather," showed that weather-related disasters in the U.S. are part of a global trend consistent with scientists' predictions that rising global temperatures will lead to heat waves, droughts, fires, heavy downpours, floods, hurricanes, and other weather phenomena of increasing severity and frequency.

From the **World Wildlife Fund** came new research, based on state-of-the-art climate modeling, suggesting that global warming will have a severe impact on the U.S., causing increasing precipitation and flooding and threatening key ecosystems such as Florida's Everglades

and Maryland's Chesapeake Bay. Looking beyond borders, the **World Resources Institute** released an analysis of the kinds of voluntary efforts that will best reduce carbon emissions from developing countries.

NEW BEGINNINGS

The unfolding of a new century is a time for new beginnings. This year, hundreds of millions of people worldwide will rally around the theme of "Clean Energy Now!" during Earth Day 2000, coordinated by **Earth Day Network** and its worldwide affiliates. Issues and events such as this will ensure the environment remains a topic of high interest in the coming months.

With the help and support of its thousands of contributors working in companies throughout the country, Earth Share member agencies will continue to take a leadership role on the full range of environmental issues concerning Americans both locally and globally, and to protect the planet and its people well into the 21st century.

CHAMPION OF THE YEAR

WEST GROUP EXPANDS CAMPAIGN THANKS TO LONG TIME VOLUNTEER

Dedicated Employee Shows Persistence Pays When Promoting Choice In Workplace Giving

It took nearly five years of promoting, presenting, prodding, a little pestering, and a lot of patience, but **Jack Conrad** succeeded, and Earth Share and its member agencies are better off for his hard work.

Conrad is a senior research scientist at Eagan, Minnesota-based **West Group**, a publisher of legal and education material best known for its law books and Westlaw online service, a mainstay of the legal profession. In 1994, not long after he arrived at West (known as West Publishing at the time), Conrad began a campaign to increase the workplace giving options available to him and his fellow employees.

"I was flabbergasted by the fact that the only choices available were about four dozen local agencies," he says. "They didn't even cover the Twin Cities, just St. Paul." Conrad recognized that West's locally focused workplace giving campaign was outdated in a world where social and environmental issues increasingly cross cultures and borders.

Conrad's interest in philanthropy was born of a variety of life experiences, including two tours of duty with the Peace Corps in Africa and his work as a teacher in China. "My antennae were globally attuned to larger issues like the environment," he says. "It's hard to argue that environmental problems can be solved more effectively on a local, rather than global, basis."

At the same time, Conrad recognized other emerging trends. First and foremost was that workplace giving among West's then roughly 6,000 employees had declined since the early 1990s, from about 90% participation to 80%. In addition, the company was hiring more non-Minnesota and non-U.S.-born employees, especially in the technology area, making the local focus of West's giving campaign less relevant to many employees. And, thought Conrad, companies were increasingly offering employees greater choice in a variety of arenas — flextime, medical plans, and other benefits. Why not in charity, too?

Conrad knew of federations like Earth Share from a post at the University of Massachusetts. He presented Earth Share — along with other nonprofit federations, including those that participate with Earth Share as Charities @ Work — to colleague George May, who previously co-chaired West's United Way campaign. May and Conrad brought the idea to others at West Group — including Sam Adedeji, Lew Freeman, and Jim Greenawalt — leading to several years' worth of a collective effort to launch an expanded campaign with additional federations like Earth Share.

Persistence paid off, and last fall, Earth Share and several other federations were introduced at West Group. That revitalized 1999 campaign surpassed the company's goals, says Conrad, raising about \$825,000 in contributions from the roughly 6,000 employees at West Group's Eagan headquarters.

Conrad and colleagues aren't stopping there. They're now on a mission to bring Earth Share and expanded choice to West Group facilities in a number of other cities. They also are developing a set of best practices on such aspects of workplace giving as proper training of volunteers, distribution of materials, and effective evaluation to assess opportunities for improvement.

"Five years ago, I would have been surprised to hear that one person's patience and dedication could energize enough people to open up a campaign and show that expanded choice does make a difference."

Conrad calls his five-year effort a "labor of love." We thank and salute him and his colleagues at West Group on behalf of Earth Share and its member agencies, and proudly name Jack Conrad as our Champion of the Year.

Jack Conrad, seen here in the northern highlands of Haiti.



"RETURN OF WATTS ON YOUR MIND"

Teachers, kids and parents across the country were thrilled to see again their favorite cast of energy-conserving characters in the "Return of Watts On Your Mind," a comprehensive educational program that includes a humorous animated children's television special, public service announcements, and classroom materials.

Following the lead of the Mad Scientist, his assistant Siggy, their creation the Monster, and two new characters — Sherlock Ohmes and Dr. Watts On — children learn the importance of not wasting energy and how they can do simple things to conserve energy at home. The project is co-sponsored by Earth Share, the U.S. Environmental Protection Agency and The Ad Council. More information can be found online at www.wattsnew.com.



Members in Action

The outstanding charities that belong to Earth Share have earned a reputation for tackling — and solving — some of the world's most critical environmental problems. The profiles below offer a glimpse into the breadth of their efforts and the depth of their determination over the past year.



Water Quality

American Rivers led the removal of Edwards Dam from Maine's Kennebec River. American Rivers also helped secure Wild and Scenic River designation for 29 miles of the Sudbury, Assabet, and Concord Rivers in Massachusetts.

Center for Marine Conservation trained 378 volunteers in nine states to monitor local water quality and helped seven communities build local pollution-prevention programs. It also protected threatened and endangered marine mammals, fish, and habitat in U.S. and Caribbean waters.

Clean Water Fund worked to build a national movement of drinking water consumers by networking with environmental, public health, and conservation leaders and activists for safe and affordable drinking water through training, education, and information distribution.

Surfrider Foundation activists tested ocean water quality more than 6,000 times; presented the "Respect the Beach" education program in more than 500 schools; testified or spoke before more than 1,000 governmental agencies; and stopped seawall construction in San Clemente, California.



Wildlife and Endangered Species

African Wildlife Foundation launched "African Heartlands," a groundbreaking approach to conservation in Africa that works with parks, private reserves, and surrounding communities, seeking ways for humans and wildlife to share land peacefully.

Defenders of Wildlife reintroduced four Mexican wolves and 15 Swift foxes, and relocated 540 prairie dogs to their natural habitat; developed a statewide strategy to conserve Oregon's biodiversity; and is working to strengthen the Endangered Species Act.

National Audubon Society's "BirdSource" website, an online bird and biodiversity monitoring system, is now the world's largest citizen science project. Audubon Centers across the country also offer outdoor environmental education to all.

National Wildlife Federation launched its "Save Endangered Species: Keep the Wild Alive" campaign; profiled 25 species, including the gray wolf, to highlight the importance of conservation; and redoubled efforts to protect Florida's Everglades, home to panthers, manatees, and other imperiled wildlife.

The Peregrine Fund ensured Peregrine Falcon delisting from the Endangered Species List; released and monitored 29 California Condors at two release sites in the Grand Canyon area; and released 114 Aplomado Falcons and discovered 12 pairs in the Texas wild.

Wildlife Conservation Society unveiled the 6.5-acre Congo Gorilla Forest at the Bronx Zoo to fund African conservation programs; launched a multimillion-dollar program to protect jaguars; and protected a 1,472-square-mile wilderness in northernmost Myanmar.

World Wildlife Fund sought new partners to deliver results, forging alliances with the World Bank to save forests, with the American College of Traditional Chinese Medicine to save tigers and rhinos, and with Unilever to save fisheries.



Land Conservation

American Farmland Trust worked with landowners, conservationists, and policymakers to stop urban sprawl and the annual loss of more than a million acres of farmland. AFT educated more than three million Americans through farmers' markets and public outreach activities.

American Forests planted 3 million "Global ReLeaf" trees for restoration; helped win a 50% funding increase for sustainable forestry in the U.S. Senate; calculated urban area tree loss with satellite images; and announced a national five-point "stop sprawl" plan.

The Conservation Fund protected more than 2 million acres since 1985, some 500 acres a day! It also protected 300,000 acres of forestland in New England — the largest Northeast acquisition in U.S. history — and 76,000 acres in the Chesapeake Bay region.

The Land Trust Alliance continued to help protect the nation's fast-dwindling open space acreage by providing extensive training, information dissemination, and technical assistance to thousands of landowners and nonprofit land conservation organizations.

The Nature Conservancy protected more than 11 million acres in the U.S. and assisted with the protection of nearly 60 million acres internationally. The Conservancy currently manages 1,340 preserves.

Natural Resources Defense Council led a successful fight resulting in the bold wildlands proposal signed by President Clinton in October 1999, which will protect 40 million acres of roadless areas in U.S. National Forests from further development.

Scenic America helped communities nationwide threatened by unplanned sprawl development, billboard proliferation, and poorly sited cellular towers. Its list of the top twelve "Last Chance Landscapes" is available at www.scenic.org.

The Trust for Public Land, in its strongest year ever, protected more than 150 important places, from playgrounds in Newark to Montana's magnificent Lindbergh Lake, to the dramatic natural and historic resources of Maui's Ka'apahu.

The Wilderness Society played a significant role in fending off road building and logging on more than 40 million acres of national forest land, and helped secure funds for parks and playing fields across the country.

World Resources Institute launched "Global Forest Watch," an international network of local partners and indigenous communities using satellite technology, geographic information systems, and on-the-ground data to monitor and report development activities within the world's remaining forests.



Parks and Recreation

National Parks Conservation Association protected marine habitat in Alaska from commercial fishing; helped preserve battlefields and artifacts at Gettysburg; identified the "Ten Most Endangered National Parks;" and worked to gain endangered species status for the Sierra Nevada bighorn sheep.



Rails-to-Trails Conservancy assisted trail activists in 49 states and D.C.; conducted citizen information meetings in 20 states; and announced the opening of 400+ new miles of rail-trail, for a total of 10,719 U.S. rail-trail miles.

Student Conservation Association provided more than one million volunteer service hours to the environment this year, with 2,000 student volunteers working in high school crews and as college interns in national parks, forests, and refuges in all 50 states.



Toxics

Beyond Pesticides/National Coalition Against the Misuse of Pesticides released its study, *The Schooling of State Pesticide Laws*, which evaluates school pesticide use policy, and launched a safety campaign. It also drafted the School Environment Protection Act.

Center for Health, Environment and Justice worked with local and coalition partners to block dozens of polluting facilities and to reform hospitals' environmental practices. As a result, 467 hospitals/HMOs are replacing mercury-containing medical devices with nontoxic alternatives.

Earthjustice Legal Defense Fund halted logging to protect endangered salmon stocks in the Pacific Northwest; reduced hazardous emissions from medical waste incinerators; protected endangered Steller sea lion habitat; and stopped illegal dumping of raw sewage into San Francisco Bay.

INFORM advocated for clean fuel vehicles (e.g. natural gas buses); published manuals and conducted training sessions on waste prevention and purchasing "green" products; prepared an international report on manufacturers' take-back responsibilities; and uncovered bio-accumulative chemicals in products.

Pesticide Action Network released a report on California farmworker poisonings, forcing state agencies into action. It also sued the state for failing to protect the public from methyl bromide exposure and released the first web-based county maps of pesticide use.



Environmental Awareness and Sustainability

Americans for the Environment provided ballot measure, get-out-the-vote, and message development assistance to environmental activists nationwide. It also sponsored political skills training for environmental groups in Colorado, Florida, Idaho, Louisiana, Michigan, Minnesota, South Carolina, South Dakota, and Virginia.

Conservation International received an "A" rating from American Institute of Philanthropy; protected 6.3 million acres of wilderness in South America; and created the Center for Applied Biodiversity Science to identify areas of concern for global biodiversity.

Earth Day Network helped more than 75,000 Earth Day school coordinators plan environmental education lessons. Earth Day 1999 activities were held in 140 countries, and 3,200 affiliates in 165 countries have pledged to organize Earth Day 2000 events.

Environmental Defense released reports describing the potential effects of climate change in the U.S.; helped create marine reserves to protect aquatic species; and expanded the information technology of its website, www.scorecard.org.

Environmental Justice Fund provided support and training for volunteers and staff of the Asian-Pacific Environmental Network, Farmworker Network for Economic and Environmental Justice, Indigenous Environmental Network, Northeast EJ Network, Southern Organizing Committee, and Southwest Network for Environmental and Economic Justice.

Environmental Law Institute assisted local efforts in Africa and Latin America to draft environmental laws protecting wildlife and natural resources; published a guidebook helping property owners clean up and redevelop contaminated land; promoted habitat conservation; and opposed urban sprawl.

Friends of the Earth targeted 72 environmentally harmful projects in the federal budget that cost taxpayers \$51 billion; assisted communities facing environmental and health threats; and challenged international lending institutions that support projects hazardous to the environment and indigenous peoples.

Izaak Walton League of America trained community volunteers in stream and wetland restoration; conducted campaigns to reduce air pollution from coal-fired power plants; trained educators in sustainability issues; worked to improve Mississippi River quality; and promoted hunter and angler ethics.

Rainforest Alliance, recognizing that every hour four species and 4,000 acres of rainforest disappear, certified more than 4 million acres of forestland and 80,000 acres of farmland through programs that certify environmentally sound management practices.

The Sierra Club Foundation funded hundreds of important projects, great and small, protecting both the great grizzly bear and the tiny beach mouse. It also funded educational efforts to stop concentrated animal feeding operations and commercial logging in our national forests.

Union of Concerned Scientists worked nationally to ensure a safer food supply, cleaner energy and automobiles, and a safer world free from nuclear weapons through rigorous scientific analysis, innovative policy development, and tenacious citizen advocacy.



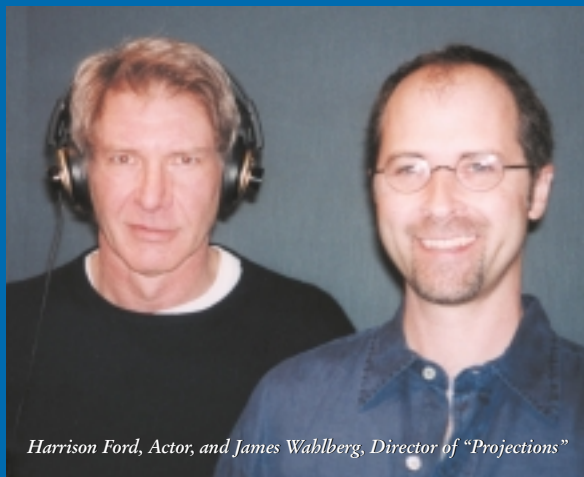
Energy

Environmental and Energy Study Institute reached 1,000 policymakers through 39 EESI Congressional briefings on renewable energy, clean air, transportation, and urban sprawl. It also addressed 15 national conferences and advocated policies that promote rural economic development, climate change mitigation, and reduced oil dependence.

Rocky Mountain Institute released a Web site to support *Natural Capitalism*, a compelling environmental business book; linked Hypercars™, fuel cells, and utilities into a strategy for rapid transition to a hydrogen economy; demonstrated energy/CO₂ savings in chipmaking; and continued transforming the automotive and construction industries.

Safe Energy Communication Council released *Power Boosters: Pennsylvania's Energy Efficiency Success Stories*; conducted a media tour emphasizing the harms of nuclear waste reprocessing; and completed 25 media workshops training environmental employees, volunteers, and activists in media skills and strategies.

SPREADING THE WORD: THE VOICES OF EARTH SHARE



Harrison Ford, Actor, and James Wablberg, Director of "Projections"

If you've heard or seen Earth Share's broadcast public service announcement, "Choice," you might be wondering who the familiar-sounding narrator is. The voice you're hearing is none other

than **Harrison Ford**, internationally-known actor, conservation advocate, and a new member of Earth Share's National Council.

Ford, famous for such films as the "Star Wars" and "Indiana Jones" trilogies, also recorded the newest spot released by Earth Share, entitled "Projections." Ford has generously agreed to lend his voice to future Earth Share ads. Earth Share's previous campaign, "Reflections," was not short on talent either — this ad was narrated by actor **Keifer Sutherland**.

Thanks to the help of these committed actors, Earth Share's ads — produced by the Chicago ad agency, Foote Cone & Belding and distributed by The Ad Council — are gaining national attention and garnering name recognition for Earth Share. Earth Share's media campaign has received more than \$250 million in donated media since it was launched in 1992, making it one of the largest environmental public service campaigns in history.



Image from "Reflections"



Image from "Projections"

Shop online and support the environment at GreaterGood.com, Charitableway.com, HelpYourCause.com, ShopToGive.com, or MyCause.com, where a percentage of your purchase can benefit Earth Share!



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THANK YOU

Campaign Trail

COMPANIES DO THEIR EARTH SHARE (AGAIN!)

Here are results from some return champions in the arena of Earth Share's corporate campaigns:



Murray Martin, President, Pitney Bowes International; Renny Perdue, Executive Vice President, Earth Share; Ed Heffernan, National Sales Vice President, Pitney Bowes.

VICTORY FOR THE ENVIRONMENT

Pitney Bowes, the Stamford, CT-based premiere supplier of office equipment, raised more than \$98,000 for Earth Share. They hosted another amazing Victory Party to recognize and thank Pitney Bowes' employees from all over the country. The festivities featured food, a DJ, and prizes which included a fully-loaded Saturn automobile.

RECORD BREAKING ROLLOUT

Employees at Sears, Roebuck and Co., headquartered in Hoffman Estates, IL, gave a whopping \$153,977 to Earth Share. Sears completed its rollout of this expanded campaign to all of its 320,000 employees nationwide!

DELL HONORED

Round Rock, TX-based Dell Computer was awarded the annual Charities @ Work Leadership Award for its outstanding and exemplary workplace giving campaign. Dell offers its employees a wide range of charitable choices and uses technology, employee involvement and fun to make this one of the fastest-growing campaigns Earth Share has ever seen. In 1999, Dell raised more than \$245,000 for Earth Share of Texas from its 14,000 employees.



Michele Glaze, Foundation Manager, Dell Foundation; Kalman Stein, President & CEO, Earth Share.

GIVING THE SHIRTS OFF THEIR BACKS

New York City-based clothing manufacturer Phillips-Van Heusen's campaign raised more than \$30,000 for Earth Share — a significant increase from last year. Participation in the campaign was incredible, thanks in large part to Paul Rubin, President of Van Heusen retail and this year's Campaign Chair for the New Jersey office. Being a yachtsman, Paul called the campaign the "PVH Challenge 2000 Cup" and used a boating theme. Emanuel Chirico, Executive Vice President and CFO, was Chair of the New York Campaign. They used raffles, casual dress days and singing telegrams to make the campaign more fun.



Wesley Robertson as "Curious George-Logue", Becky Mulzer, Divisional Coordinator, and Jim McDonough.

GIVING BY THE BOOK

Houghton Mifflin, the Boston-based publishing company, held its fifth Earth Share campaign in 1999 and raised more than \$25,000 for Earth Share. Houghton Mifflin's School Division ran its campaign on a Halloween theme, complete with costume contest (the photo at left shows employee Wesley

Robertson as "Curious George," a famous Houghton Mifflin character that has helped thousands of children enjoy reading). Houghton Mifflin also published such influential environmental works as Rachel Carson's *Silent Spring*, Al Gore's *Earth in the Balance*, and Henry David Thoreau's *Walden*.

NEW CAMPAIGNS

Each year, more and more companies open their workplaces to Earth Share to allow their employees greater choice in making charitable contributions. 1999 was no exception. Among our new sponsors:

COMPAQ

Employees at this Houston-based computer company raised more than \$31,000 for Earth Share in its first year. "Our employees have had a long history of interest in and support of Earth Share's member agencies and programs," said Lew Karabatsos, National Community Support Campaign Manager. "By including Earth Share in Compaq's campaign, we can provide an easy and convenient way to continue that support through the payroll deduction process." Compaq volunteers helped Earth Share of Texas member, The Katie Prairie Conservancy, clean up its Nelson Farm-Barn Owl Woods Preserve as part of Compaq's "Day of Caring." In addition, Compaq made a one-time corporate gift of \$100,000 to Earth Share.



Top: Lew Karabatsos, National Community Support Campaign Manager and John Burkitt, Environmental Program Manager, Corporate EHS&S, Compaq. Bottom: Compaq employees-TX.

STARBUCKS

The Seattle-based premium coffee company held its first Earth Share campaign in 1999, and invited Earth Share of Washington and two of its member organizations to participate in Starbucks' "Volunteer Fair." The fair helped inform Starbucks' employees about volunteer opportunities in the community.

AMERICAN FUNDS GROUP

Indianapolis-based American Funds Group added Earth Share to its employee giving campaign for the first time in 1999. The company kicked off its new, expanded campaign with a Community Fair that helped educate its employees about their charitable giving options.

NORTHEAST UTILITIES

The employees of Northeast Utilities, a Hartford, CT-based company and the largest electric utility in New England, raised an overall total of \$1.1 million dollars for charity. Earth Share was included in its 1999 "Power Givers" campaign.

WEST GROUP

West Group, an Egan, MN-based publisher, raised more than \$15,000 for Earth Share in 1999. See the "Champion of the Year" story inside the main newsletter, which details how Earth Share was introduced to West Group after a five-year effort by some of its employees.

CORPORATE CONTRIBUTIONS

Earth Share wants to thank the following companies for their generous corporate contributions made in addition to a workplace campaign, or which were not associated with a campaign:

Compaq
Giants Travel

Discovery Communications
True North

One Stop Shopping for Employers: Charities @ Work®

Representing more than 500 diverse charities nationwide, including all of Earth Share's affiliates, **Charities @ Work (C@W)** continues its efforts to expand and rejuvenate workplace giving campaigns by offering employees expanded payroll deduction choices.

Earth Share's partners in C@W are Community Health Charities, America's Charities, and International Service Agencies. Employers can pick any combination of these federations, whose member lists include groups such as Make-a-Wish Foundation of America, Habitat for Humanity, Doctors Without Borders, and The March of Dimes. Because of the partnership, the employer benefits from the combined expertise of four federations with the convenience of having a single point of contact. In addition, Charities @ Work can provide a wide range of campaign services, including assessment, campaign design and planning, brochures, speakers, and pledge processing.

In 1999, four new companies added some or all of the Charities @ Work federations to their existing campaigns: **Bright Mail; Power Integrations; United Healthcare; Washington Mutual; and West Group.**

In 2000, Charities @ Work will have a display and representatives at the Society for Human Resource Management conference, and will strive to introduce the Charities @ Work concept to even more workplaces.

Please visit the Charities @ Work Web site at www.charitiesatwork.org for more information.

SHOP FOR EARTH SHARE!

The Internet has introduced new ways for Americans to easily and effectively support their favorite non-profit organization. One way is via cause-related Internet shopping, which allows donors to buy what they need from online retailers, with a portion of every purchase going to benefit the charity of their choice!

Now you can support Earth Share when you shop at a number of online shopping malls, such as **GreaterGood.com, Charitableway.com, HelpYourCause.com, ShopToGive.com, and MyCause.com.** (Earth Share's web site currently provides links directly to its "online shopping village" at GreaterGood.com). Simply visit these sites, look for the Earth Share name and link, click on it, and buy your favorite products - Earth Share will earn 2-15% of sales.

If you do not see Earth Share on your favorite cause-related shopping site, you can request that Earth Share be added by sending an email to that site's Webmaster or other indicated contact.

NEW NATIONAL COUNCIL MEMBERS

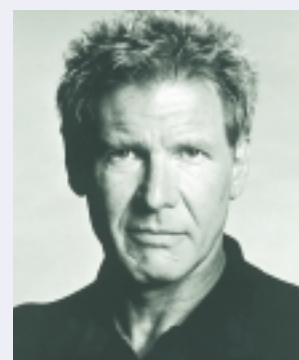
Earth Share is pleased to welcome two new members to its National Council:

Bruce J. Klatsky, Chairman & CEO of **Phillips-Van Heusen Corporation**, directs the daily operations of one of the largest apparel and footwear companies whose brands include Van Heusen, Bass, Geoffrey Beene and Izod. Klatsky graduated cum laude from Case Western Reserve and studied law at Georgetown University Law Center. Among other activities, Klatsky serves on President Clinton's White House Apparel Task Force, which is addressing working conditions around the globe, and on the Board of Business for Social Responsibility. Phillips-Van Heusen runs a fun and successful Earth Share campaign.



Bruce J. Klatsky
Chairman and CEO,
Phillips-Van Heusen Corporation

Harrison Ford, well-known actor and environmentalist, is best known for his blockbuster movies such as the "Star Wars" and "Indiana Jones" trilogies, "Witness," and "Patriot Games." He made a donation of 389 acres of his property for a conservation easement to the Jackson Hole Land Trust to protect it in perpetuity. He is also a member of the Board of Conservation International, an Earth Share member. In addition, Ford has done the voice-over for three of Earth Share's successful Ad Council public service announcements.



Harrison Ford
Actor and Environmentalist

NEW BOARD MEMBERS



Michele Dunkerley
Vice President &
Deputy General Counsel
Dell Computer Corporation

Michele Dunkerley, Vice President and Deputy General Counsel of **Dell Computer Corporation**, was voted to the Earth Share board of directors in 1999. Dunkerley has more than 13 years of experience in high technology law, as evidenced by her expertise in areas such as commercial law issues; sales, services and supplier contracts; and law department management. She currently manages a legal team supporting the Public, Relationship and Enterprise Groups at the Dell headquarters in Austin, Texas. Dunkerley is an enthusiastic environmentalist who enjoys hiking, whitewater rafting and skiing.



Maria Moyer-Angus
Founder & Senior Director
Gap, Inc. Environmental Affairs &
Energy Management function

Maria Moyer-Angus, Founder and Senior Director of **Gap, Inc.'s Environmental Affairs & Energy Management function**, brings to Earth Share's board of directors a history of working with environmental issues. At Gap, Inc., she manages the company's global environmental performance, including its "beyond compliance" and energy purchasing programs. Before working for the Gap, this Phi Beta Kappa who graduated summa cum laude from UCLA, spent three years as a consultant in an energy and waste management consulting firm, where she developed recycling and hazardous materials public education programs for municipal and private clients. She and her husband, Sam, have a little yellow dog named Spot, and a 75-year old garden where they enjoy early weekend mornings.

People of Earth Share



Board of Directors

(as of June 30, 1999)

Executive Committee:

Jay Feldman (Chair)
Executive Director
Beyond Pesticides/National Coalition
Against the Misuse of Pesticides

Paula Hayes (Vice Chair)
Director of Development
Environmental Defense

David Knight (Treasurer)
VP for Development
Center for Marine Conservation

Chuck Paquette (Secretary)
Director of Grants Development
National Wildlife Federation

John Raben
Vice President, Public Finance
J.P. Morgan Securities, Inc.

Board of Directors:

Sandra Adams
Senior VP, Development &
Corporate Communication
National Parks
Conservation Association

Pat Appel
Director of Development
American Rivers

Judy Arthur
Public Relations Consultant

Douglas Belzer
President
Fruit for Life

Earl Blauner
At-large

Jeff Cilek
Vice President
The Peregrine Fund

Kathryn Collins
Vice President, Corporate Finance
J.P. Morgan Securities, Inc.

John Falconer
Director of Development
American Forests

Ray Foote
Director of Development
Scenic America

Maryll Kleibrink
Grants Manager
Center for Health,
Environment and Justice

Liz Madison
Director of Development
The Conservation Fund

Tom McGuire
Director of Membership Programs
World Wildlife Fund

Geoffrey Mellor
Director of Development
Wildlife Conservation Society

Mark Wolf-Armstrong
Executive Vice President
Rails-to-Trails Conservancy

National Council

Harrison Ford
Actor

Lawrence S. Huntington
Chairman of the Board
Fiduciary Trust Co. International

Henry Juskiewicz
Chief Executive Officer
Gibson Guitar Corporation

Bruce Klatsky
Chairman & CEO
Phillips-Van Heusen Corp.

Elizabeth Valk Long
Executive Vice President
Time, Inc.

Dan W. Lufkin
Founder
Donaldson, Lufkin & Jenrette

Anita Roddick
Founder & CEO
The Body Shop

Ruth Wooden
President
National Parenting Association

Staff:

(as of March 30, 2000)

Kalman Stein
President and CEO

Renny Perdue
Executive Vice President

Steven Kravitz
Chief Financial Officer

Elizabeth Lancaster
Campaign Director

Robin Perkins
Communications and
Development Associate

Leslie Bethke
Staff Accountant

Ian Fortier
Manager, Information Systems

Meredith Morrisette
Campaign Associate

Katie Cusick
Development Assistant

Adalisa Jackson
Campaign Assistant

Sonethia Green
Administrative Assistant



Earth Share

Summary of Financial Activities

Assets (as of June 30, 1999)

Cash and cash equivalents	\$ 1,637,990
Investments	564,451
Accounts receivable	43,986
Interest receivable	6,756
Grants receivable	149,427
Pledges receivable (less allowance for uncollectible pledges)	4,694,974
Prepaid expenses	6,862
Deposits	4,423
Property & equipment, net	48,802
TOTAL ASSETS	\$ 7,157,671

Liabilities and Net Assets (as of June 30, 1999)

Accounts payable and accrued expenses	\$ 180,199
Campaign funds payable to member agencies	5,731,272
TOTAL LIABILITIES	5,911,471
Net Assets - Unrestricted	1,246,200
TOTAL NET ASSETS — UNRESTRICTED	1,246,200
TOTAL LIABILITIES AND NET ASSETS	\$ 7,157,671

Revenue and Expenses (Statement of activities for the year ending June 30, 1999)

Public Support and Revenue:

Amounts raised in campaigns (less campaign expenses and allowance for uncollectible pledges)	\$ 7,008,768
Less amount designated to member charities	(5,655,705)
NET PLEDGES TO EARTH SHARE	1,353,063
In kind contributions	41,192,078
Administrative charges for raising funds on behalf of others	1,664,628
Grant income	106,847
Investment income	112,023
Other revenue	3,837
TOTAL PUBLIC SUPPORT AND REVENUE	\$ 44,432,476

Expenses:

Program support	\$ 42,416,531
Management and general	238,703
Fundraising	301,411
TOTAL EXPENSES	\$ 42,956,645

Change in net assets before distributions paid or payable to member agencies	\$ 1,475,831
Distributions paid or payable to member agencies	(1,271,436)
Change in net assets	204,395
<i>Net Assets, Beginning of Year</i>	1,041,805
NET ASSETS, END OF YEAR	\$ 1,246,200

Complete financial statements are available from Earth Share upon request.