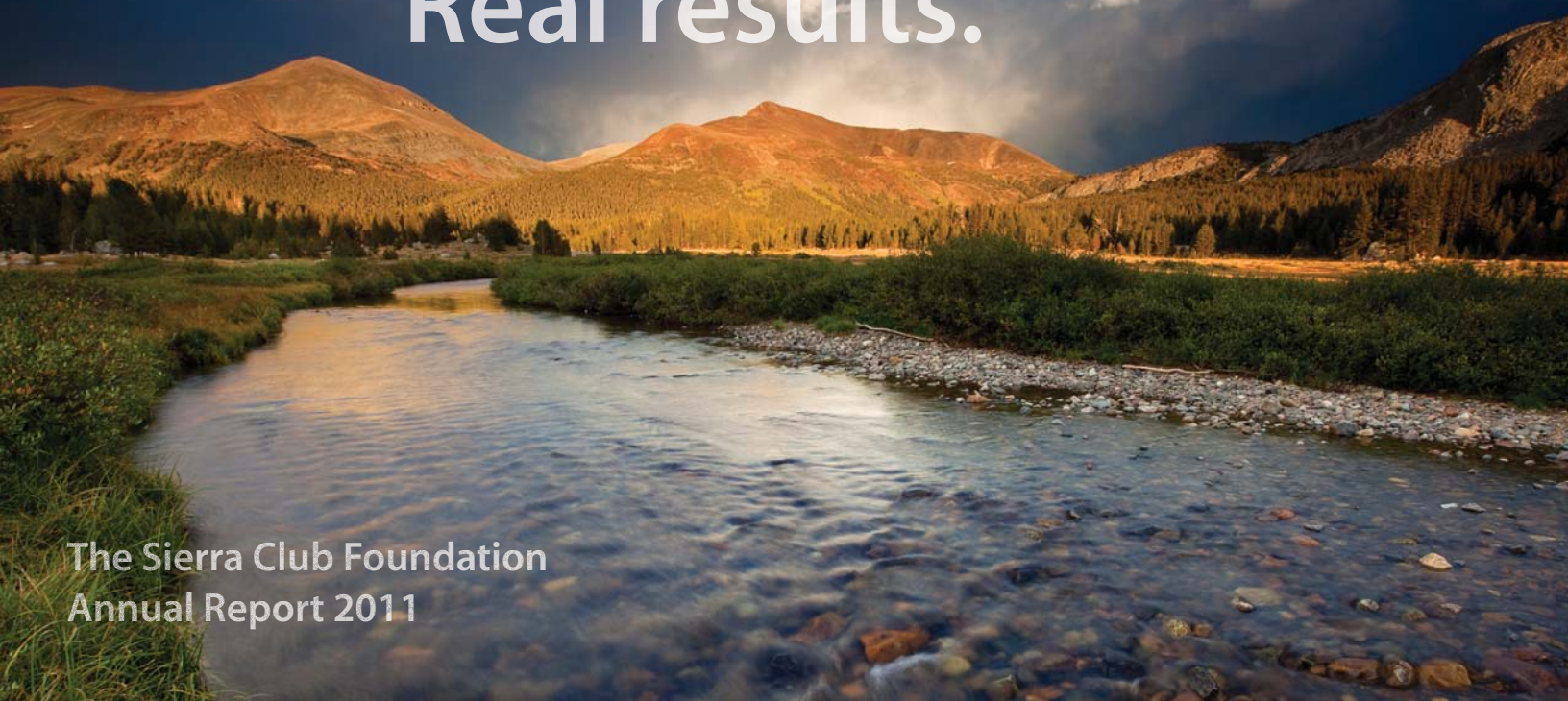




Grassroots strength.
Real results.



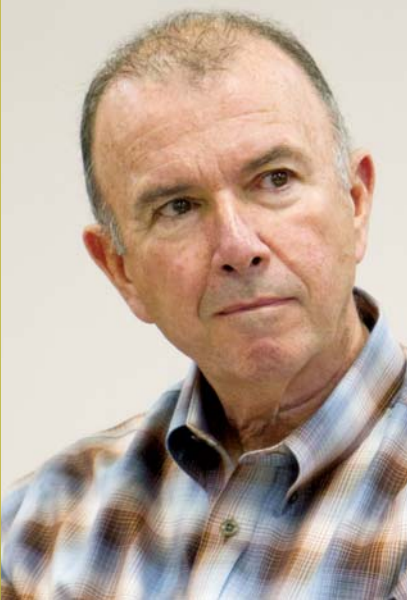
The Sierra Club Foundation
Annual Report 2011

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Turning the Tide



When the history books are written, 2011 just might go down as the year the United States began to kick its dirty energy addiction. Thanks to the support of hundreds of donors from across the country, including philanthropists like New York City mayor Michael Bloomberg, Sierra Club's Beyond Coal campaign has shifted into high gear. During 2011, the campaign more than doubled in size, worked with its allies effectively to end the rush to build new coal-fired power plants, and put 51 existing plants—nearly one per week—on a path to retirement.

Equally important, the success of Beyond Coal is building a younger and more broadly-based environmental movement. As part of this effort to diversify, the Sierra Club has a goal of adding one million new activists to its volunteer network in 2012. **Supporting this broadening of the conservation movement is essential if we are to meet the substantial challenges we face, and is at the core of all initiatives we fund.** Through programs like Environmental Justice and Community Partnerships, Mission Outdoors, Beyond Oil, Water Sentinels, and Sierra Student Coalition, we are mobilizing a new, more diverse generation of activists.

Building this movement will require considerable resources. And just as important as Mayor Bloomberg's substantial commitment to The Sierra Club Foundation for Beyond Coal are the hundreds of donors who contribute smaller gifts that can be used where most urgently needed.

To grow this support base, in 2011 we launched an exciting new donor program called the Summit Circle. This network of friends, philanthropists, and outdoor enthusiasts is united by a vision that a strong environmental movement is founded on people exploring and enjoying the world they're working to protect. You can learn more and get involved at www.sierraclubfoundation.org/summit-circle.

On behalf of The Sierra Club Foundation Board of Directors, we thank you for your commitment. The victories outlined in this report are possible only because of your dedicated and generous support.

Sincerely,

LARRY KEESHAN
2012 BOARD CHAIR

PETER MARTIN
EXECUTIVE DIRECTOR

As a dirty source of energy, coal pollutes our air, water, and land while producing one-third of our country's greenhouse gas emissions, which threaten the future of our planet. Funded by The Sierra Club Foundation, the **Beyond Coal campaign** is bringing Sierra Club's 1.4 million person army to bear in support of a sustainable clean energy economy replacing outdated, dangerous fossil fuel sources and systems.

Last year, the Beyond Coal campaign worked with allies to block 12 proposed coal-fired power plants and forced the coal industry to retire or announce the retirement of 51 more existing aging power plants, leading to significant public health victories. At the same time, nearly 2,000 megawatts (MW) of solar and 7,000 MW of wind came online, enough to power 23 million homes. To date, the Beyond Coal

Campaign has prevented 678 million metric tons of carbon from being released into the atmosphere every year. **Here are a few highlights from our 2011 efforts.**

BEYOND COAL



"The Beyond Coal campaign has had great success stopping more than 150 new coal-fired power plants, and it empowers local communities to lead from the front while

Congress continues to watch from the back."

— MICHAEL BLOOMBERG
MAYOR, NEW YORK CITY

BLOOMBERG SUPPORT FUELS CLEAN ENERGY FUTURE

In July, Bloomberg Philanthropies pledged \$50 million (\$40 million to The Sierra Club Foundation) to help the Sierra Club move America beyond coal toward a clean energy future. The gift is the largest individual donation to the Climate Recovery Partnership, and it also represents Bloomberg's biggest gift to any environmental organization.

"We all have to do our part. I wouldn't ask you to do anything I'm not willing to do myself—and I'm willing to do \$50 million," stated Mayor Bloomberg. This funding will expand the Beyond Coal campaign from 15 to 45 states and double its workforce.

Bloomberg announced his historic gift in front of GenOn's coal-fired Potomac River Generating Station, a Virginia power plant that our campaign has targeted since 2003. In the past year, the Club's organizing campaign generated 1,200 comments in support of the plant's retirement; sponsored a candlelight vigil outside the plant that drew 400 participants; rallied 2,500 Power Shift participants outside GenOn's lobby offices in Washington, D.C.; sponsored a mercury hair-testing event that attracted extensive media coverage; and sent volunteers to the GenOn annual shareholder meeting in Houston to ask the CEO to retire the plant. The Sierra Club also commissioned air pollution modeling to demonstrate pollution impacts in the

BEYOND COAL *(continued)*



District of Columbia, after which Vincent Gray became the first D.C. mayor to publicly voice concerns about the plant.

In August, GenOn agreed to retire the 62-year-old facility, sparing 400,000 local residents from its deadly soot and smog, which have been proven to cause chronic bronchitis, asthma, and other costly health issues. Under the new agreement, the plant will stop burning coal by October 2012.

LANDMARK MERCURY RULING

In December, the U.S. Environmental Protection Agency (EPA) finalized the Mercury and Air Toxics (MATS) rule, a new regulation requiring coal- and oil-fired power plant operators to slash emissions of mercury and other airborne toxics. This long-overdue standard—which the EPA estimates will save as many as 11,000 lives while preventing 130,000 cases of childhood asthma annually—has actually been mandated since 1990, but the coal industry has successfully blocked action to limit pollution for more than two decades.

Throughout 2011, the Sierra Club led a broad coalition of more than 200 health, environmental, and social justice groups across the country to generate more than 800,000 comments to the EPA calling for strong mercury safeguards. These comments, collected from every state in the nation, constitute the largest number of public comments that the EPA has ever received on any issue.

To magnify public support for mercury safeguards, the Club engaged grassroots activists nationwide, organizing dozens of hair-testing events to inform participants of their personal mercury levels, garner media attention, and build grassroots support. The Beyond Coal Campaign pushed the mercury issue hard in the media, securing coverage from *Good Morning America*, *TIME*, CNN, and dozens of TV and print outlets across the country. The campaign also leveraged its grassroots power and brought hundreds

of concerned Americans to EPA hearings in Chicago, Philadelphia, and Atlanta. By assembling diverse spokespeople—mothers, health professionals, faith leaders, fishermen, and children—to support the protections, the Club sent a clear message to the White House that the public wants strong coal pollution safeguards. The grassroots pressure paid off. In finalizing the MATS rule, the EPA stood up for public health and the environment and refused to cave to coal industry pressure.

ARIZONA CHAPTER PUSHES THE ENERGY ENVELOPE

Sierra Club's Grand Canyon Chapter advocated for energy efficiency programs by going directly to the board and stakeholder meetings of Arizona's second-largest utility, the Salt River Project. Supported by a grant from the Edwards Mother Earth Foundation, the Chapter generated more than 300 public comments for the utility board, including a diverse set of letters from small businesses, low-income advocates, and faith-based organizations.

The Club also produced public service announcements, radio ads, and a sponsorship piece to spread the word about energy efficiency and renewables. As a result, the Salt River Project's board maintained funding for energy efficiency programs in 2012 and increased the goals for energy efficiency in its Sustainable Portfolio.

"As a mother, I am worried about the constant threat my children face from the pollution that coal-fired power plants put in our air and water. It makes me angry that, despite my best efforts at living a healthy lifestyle, my body and my children's growing bodies are being invaded by toxins from all angles."

— PHILADELPHIA RESIDENT
GRETCHEN ALFONSO,
TESTIFYING AT EPA HEARING ON
PROPOSED MERCURY AND AIR
TOXINS SAFEGUARDS



America has an addiction to oil. From the transportation of goods and services, to our own ability to get from here to there, oil dependence exacerbates the climate crisis and makes our economy vulnerable to hostile and unstable foreign regimes. Oil pollutes our air with smog, particulates, and toxins; plagues our rivers and oceans with spills and runoff; destroys already stressed ecosystems; and affects the health of our most vulnerable family members and neighbors.

BEYOND OIL

The **Beyond Oil campaign** treats our country's addiction. With approaches that address both the supply and demand side of the petroleum equation, the campaign aims to facilitate sustainable win-win solutions for the industries and individuals dependent upon oil. Preventing pipelines that put our people at risk, or securing strong fuel efficiency standards, last year's Beyond Oil campaign work paved the road to an increasingly motivated grassroots effort and, ultimately, a future free from fossil fuel power.

THE KEY TO KEYSTONE: COALITION BUILDING

Leading a tar sands coalition including dozens of environmental and public health groups, the Sierra Club, with funding from The Sierra Club Foundation, showed the power of the people by successfully questioning TransCanada's environmental responsibility in building a pipeline through the U.S. With support from our Environmental Law Program, the Club convinced public officials, the EPA, and the State Department that TransCanada had not done its homework, warranting a ruling that more must be done to ensure the safety of our people and lands.

In November, the Club's grassroots organizers and environmental partners rallied an estimated 12,000 people. As one of the biggest gatherings at the White House in decades, these passionate activists surrounded the White House to voice their opinion against the Keystone XL pipeline. Sierra Club's efforts succeeded: in early 2012, President Obama denied Keystone XL's permit—a victory hailed as one of the major environmental wins of 2011.

The Sierra Club and The Sierra Club Foundation remain committed to fighting pipeline expansion, and we will continue to integrate grassroots organizing, communications, administrative advocacy, and litigation to prevent extraction of oil from tar sands, which creates three times more carbon emissions than conventional oil extraction.

"There is something contagious about young people leading fights against inequity and injustice. Evident through the Keystone rallies, the Sierra Student Coalition is a powerful force."

— QUENTIN JAMES
NATIONAL DIRECTOR, SIERRA
STUDENT COALITION



Because most of the oil we use is for transportation, improving vehicle efficiency is the single biggest step we can take to ensure that we transition to an oil independent society.

BEYOND OIL *(continued)*

DAKOTA DELAY

From 2010 to 2011, the Sierra Club increased its tar sands activist army by more than 500%—from 20,000 to nearly 108,000. The increase helped spread public understanding of this severe threat, resulting in delayed construction of the Hyperion refinery in South Dakota. Litigation against the project attacked on several fronts:

- citing a Department of Energy and Natural Resources failure to issue an Environmental Impact Study under the South Dakota Environmental Policy Act;
- questioning whether Hyperion's permits complied with the best available control technology and federally mandated air quality requirements; and
- disputing the propriety of granting Hyperion its latest construction extension.

In addition, the Club's media team placed articles and op-eds in every major print outlet surrounding Hyperion, landing multiple articles each week in the Omaha World-Herald and Lincoln Journal Star. They publicized the refinery's negative consequences through several avenues: a five-part print ad series, radio and TV spots, earned media coverage, and dozens of letters-to-the-editor in Sioux Falls, Sioux City, and other local towns.



MEET MICHAEL MARX, DIRTY FUELS FIGHTER

In 2011, Sierra Club welcomed Michael Marx as director of Sierra Club's emerging Beyond Oil campaign. Marx left a successful consulting practice with Fortune 500 companies to spearhead campaigns to improve the environmental practices of major corporations such as Mitsubishi, Home Depot, and Walmart. He also coordinated the International Tar Sands Oil Campaign, involving more than 100 groups working in the U.S., Europe, and Canada. As the leader of the Beyond Oil campaign, Marx accelerates our country's transition to a clean and sustainable transportation future.



"Our dependence on oil is killing our children, our soldiers, our economic future, our democracy, and

our chances of stopping climate change. The Sierra Club is the only group in America with the grassroots, legal team, lobbyists, and campaigners to win this war."

— MICHAEL MARX
DIRECTOR, BEYOND OIL CAMPAIGN

YOU CAN DRIVE 55

In 2011, the Sierra Club continued its decades-long push for higher fuel efficiency and greenhouse gas standards: Through nearly 300,000 emails to President Obama, the EPA, and the National Highway Traffic Safety Administration, Sierra Club's grassroots network demanded savings at the pump, protection from disasters like the BP oil spill, and conservation of natural resources for future generations. The Club supported this work by meeting with the EPA, Department of Transportation, and White House to provide feedback on policy elements and industry loopholes that could potentially weaken standards. Following these efforts, the federal government announced strong proposed fuel standards for 2017-2025 vehicles—54.5 mpg for cars and trucks by 2030 as well as a reduction in carbon emissions to 163 grams per mile.

Because most of the oil we use is for transportation, improving vehicle efficiency is the single biggest step we can take to ensure that we transition to an oil independent society before we have destroyed more irreplaceable wildlands, suffered more oil spill catastrophes, or allowed carbon pollution to push our climate past the tipping point.

Learn more online: sierraclubfoundation.org/beyond-oil

NATURAL GAS REFORM



Natural gas, especially when obtained through hydraulic fracturing (“fracking”), is a significant contributor to climate change and potentially highly detrimental to our air and water.

Government loopholes exempt natural gas drillers from regulations, and drillers avoid disclosing the toxic chemicals used in fracking. The Sierra Club Foundation initiated a campaign to support Sierra Club’s formidable grassroots power to keep natural gas underground to protect our air, water, and communities. In 2011, the public’s cry for safeguards and industry accountability was loud and clear—all part of our goal to make America free of fossil fuels by 2050.

ENCOURAGING SUPPORT FOR THE EPA

A key objective of Sierra Club’s Natural Gas Reform campaign* is to impose and enforce regulations that protect our air and water from the harmful effects of natural gas production. In July 2011, the U.S. Environmental Protection Agency (EPA) proposed revised and expanded air quality standards for the oil and gas industry, which, if implemented, would update standards that currently do not cover significant sources of conventional and greenhouse gas emissions. **Oil and gas production is the second largest domestic stationary source of these emissions, particularly methane, one of the most potent greenhouse gases.**

In support of the EPA, the Sierra Club turned out hundreds of activists to EPA hearings and generated excellent media coverage around the need for updated rules. Other efforts included:

- In Colorado, Texas, and Pennsylvania, more than 400 Club members and supporters attended the hearings, and at least 30 gave oral testimony.
- Working with a coalition of NGOs, the Club delivered more than 156,000 comments demanding stronger air pollution protections.
- Along with developing and distributing organizing materials, the Club also contracted expert research on methane emissions and control technologies, and delivered extensive technical and legal comments to the EPA.

As expected, the oil and gas industry did not back down. The American Petroleum Institute and the U.S. Chamber of Commerce accused the EPA of using inaccurate emissions and cost estimates. The Sierra Club countered these objections in a series of letters and action alerts to the EPA supporting their figures and the new rules. Ultimately, our fight for good air pollution standards for fracking, along with our defense of the EPA proved successful. The EPA adopted a rigorous set of rules of which the Sierra Club, The Sierra Club Foundation, and all of our supporters can be proud.

"An industry that touts its ability to efficiently drill thousands of wells

thousands of feet into the earth is crying wolf when it claims it can't build enough tanks to capture wellhead pollution. It's time we clean up the natural



WE SAID "FRESH WATER" NOT "FAT WALLETS"

In November, Sierra Club chapters in New Jersey, New York, and Pennsylvania joined forces to protect the Delaware River from fracking. Earlier that month, the Delaware River Basin Commission (DRBC) released plans to lift a moratorium on natural gas development in the region. Allowing fracking—which relies on more than 700 chemicals, many of them toxic—in this area would endanger the drinking water supply for 15.6 million people (five percent of our nation's population).

The Club responded by mobilizing hundreds of community members to rally, joining with allies to submit more than 71,000 letters to the DRBC demanding it abandon the ill-conceived plans. This tremendous grassroots power forced the DRBC to postpone its vote, thereby protecting clean drinking water for the basin's inhabitants. Due to ongoing efforts, the moratorium remains in effect, and the Club continues to work toward securing a permanent ban.

gas industry's dirty and reckless practices."

— MICHAEL BRUNE

EXECUTIVE DIRECTOR OF THE SIERRA CLUB, IN PRAISE OF THE EPA'S FIRST-EVER CLEAN AIR PROTECTIONS FOR FRACKING



BUILDING RESILIENT HABITATS

Nature, as John Muir experienced it, is disappearing. Climate disruption continues, and demands for development and fossil fuel extraction impede on wild places we used to call “protected.” Our Resilient Habitats campaign seeks permanent safeguards for vast eco-regions and iconic habitats. Protecting plants, animals, and people from the Grand Canyon to the Arctic Circle, from the Everglades to the Cascades, we work with both local activists and other national organizations to protect America’s most wild places.

GRAND CANYON VICTORY

Each year, *four and a half million people* visit Grand Canyon National Park, contributing more than \$680 million to the Northern Arizona economy. Home to the desert tortoise, the California condor, and the Kaibab squirrel (a species found nowhere else on the planet), the Colorado River watershed also provides water for millions of acres of farmland and people living throughout the Southwest. Unfortunately, lands surrounding the park are prime targets for destructive ventures: plans for extensive uranium mining on the plateaus surrounding Grand Canyon would industrialize wild lands and Native American sacred sites while destroying areas important to dozens of rare plants and wildlife.

In 2011, the Sierra Club partnered with U.S. Representative Raúl Grijalva (D-AZ) as well as tribal and local government leaders to protect more than a million acres of public land around the Park. By encouraging the Obama administration to block mineral exploration and new mining in the area, we can make sure the region and its waters remain safe for wildlife and human communities.

During the comment period for the draft environmental impact statement, the Club and its partners engaged the public to attend public meetings and submit approximately 300,000 individual comments in support of withdrawing the mining permit. Collaborating at both local and national levels, the Club gathered more than 50 organizations to sign on to a letter to President Obama, plus an additional 400 postcards to the president from area businesses supporting the withdrawal.

The result: In January 2012, U.S. Secretary of the Interior Ken Salazar *announced a 20-year mining protection* for 1 million acres of public land near Grand Canyon National Park.

PARKS FOR THE PEOPLE: SAVING THE SAN GABRIELS

Most of the 2 million people who call the San Gabriel Valley home live in park-poor, low-income neighborhoods. While the San Gabriel mountain range provides 70% of the open space in Los Angeles County, it is poorly protected and inaccessible to many of the families that need it most. In response, the Sierra Club has organized residents for hearings and events (giving them a voice in local decisions) and provided training resources to a growing coalition of groups. Since faith plays an important role in the lives of area residents, the Club's Caring for Creation program reaches out to faith-based groups who believe forests are vital spiritual places. This dynamic model of citizen involvement—which the Club is expanding to other areas around the country—can help save parks and revitalize communities.

“The decision protects drinking water for millions of people in southern California, Arizona, and Nevada who rely on the Colorado River. Radioactive uranium mining should not happen near our water or next to Grand Canyon National Park.”

– SANDY BAHR

DIRECTOR,
SIERRA CLUB GRAND CANYON
CHAPTER

PUBLIC SERVICE... WITH POPCORN!

Grassroots action isn't always outdoors: sometimes it's up on the big screen. Greg Laemmle and his family operate a chain of arthouse movie theatres in the Los Angeles area. When he learned of the Club's work to protect the San Gabriels and improve local families' access to the area, he offered to run this public service announcement in Laemmle Theatres for six weeks and to place similar materials in theatre lobbies. This supportive partnership helped build awareness throughout L.A. and brought the Club's program to the attention of thousands of new potential donors and activists.

**YOUR AIR.
YOUR WATER.
YOUR BACKYARD.**

*Explore, Enjoy, and Protect
the San Gabriel Mountains.*

Visit sierraclub.org/sangabriels





Water sustains our lands, and our people. Despite its seeming abundance, water exists in finite supply endangered by a multitude of threats to its quality and quantity: industrial pollution, biological contamination, and the destruction of fragile ecosystems. Our Protecting America's Waters campaign protects this most precious natural resource. Since 2001, we've supported the work of more than 13,000 volunteers across 23 states to test, report, and advocate for enforcement of water quality standards; safeguard and restore wetlands; and educate and inspire local communities to fight for healthy, clean water. From an on-the-ground and in-the-water testing and clean-up corps, to efforts in the courts and with government agencies like the EPA, 2011 was an important year in the fight for clean water.

PROTECTING AMERICA'S WATERS

LOOKING GOOD. DOING GOOD.

Cosmetic company Aveda selected Sierra Club's Ohio Chapter as their "Earth Month" partner for 2011. Club volunteers and staff visited more than 20 Aveda salons, institutes, and retail centers to promote Earth Month and the Ohio Chapter's Statewide Clean Water campaign, sponsored by The Sierra Club Foundation. From April through the end of the year, the Club engaged thousands of people at tabling events, water pollution tours, and conferences.

As part of their efforts, the Sierra Club trained 250 volunteers across the state to track down and report sources of pollution in their watershed. Additionally, the Club engaged grassroots advocates on a number of significant issues, including water quality degradation from septic systems, pipelines, and natural gas fracturing. The Sierra Club generated tens of thousands of public comments, which have guided administrative policy and directly improved water quality. The Club also prevented the leasing of 3,500 acres of Wayne National Forest for natural gas fracturing, and diverted a pipeline that would have passed through Ohio State University's wetlands.

THE BP OIL DISASTER CONTINUES: RAISING AWARENESS AND EXPECTATIONS

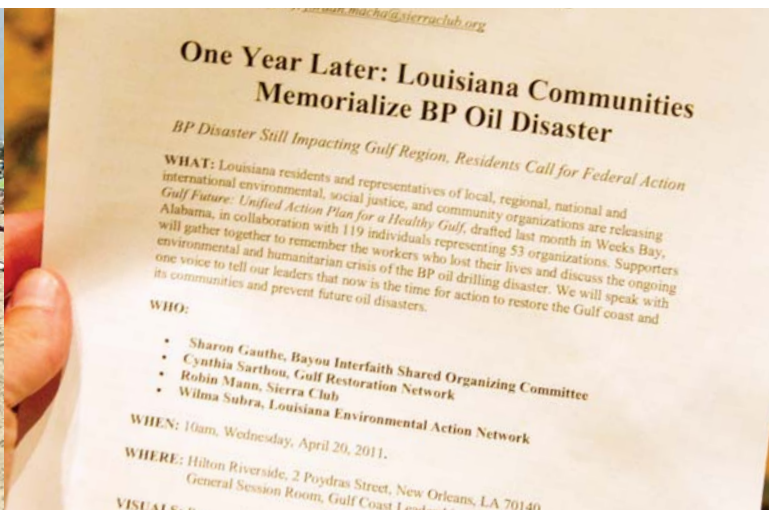
A year after the largest environmental disaster in U.S. history, the Sierra Club continued to provide valuable public service. Responding to concerns about lack of access to data on the environmental and public health effects of the disaster, the Club launched a regional public science effort. Forums in St. Petersburg, Florida, and New Orleans, Louisiana, drew 250 and 120 participants, respectively. In addition to providing public education, the events helped build relationships with regional allies and key members of the academic community. Related efforts included:

- Joining the Bayou Restoration Team, which helps the New Orleans Office of Coastal & Environmental Affairs develop and fund projects to restore the critical wetlands of Bayou Bienvenue.
- Organizing or supporting anniversary events for the BP disaster on April 20, 2011, in collaboration with local faith leaders, Vietnamese and African-American communities, coastal businesses, and social justice groups. A wide range of events held throughout the Gulf region included a sunrise gathering in New Orleans, a 125-participant press event on the Mississippi coast, and a sunset gathering in St. Petersburg, Florida.
- Participating in a Louisiana press conference, Sierra Club President Robin Mann was on hand for the release of the Gulf Future Action Plan developed by more than 40 Gulf Coast groups.
- Showcasing clean energy on a coastal panel at a regional forum on the anniversary.
- Sponsoring a fundraising event at the House of Blues that featured Kevin Costner and Paul Watson, with a goal of establishing health centers in Louisiana and Alabama.
- Organizing two food drives in Louisiana that contributed 1,000 pounds of food to support coastal communities and native tribes.

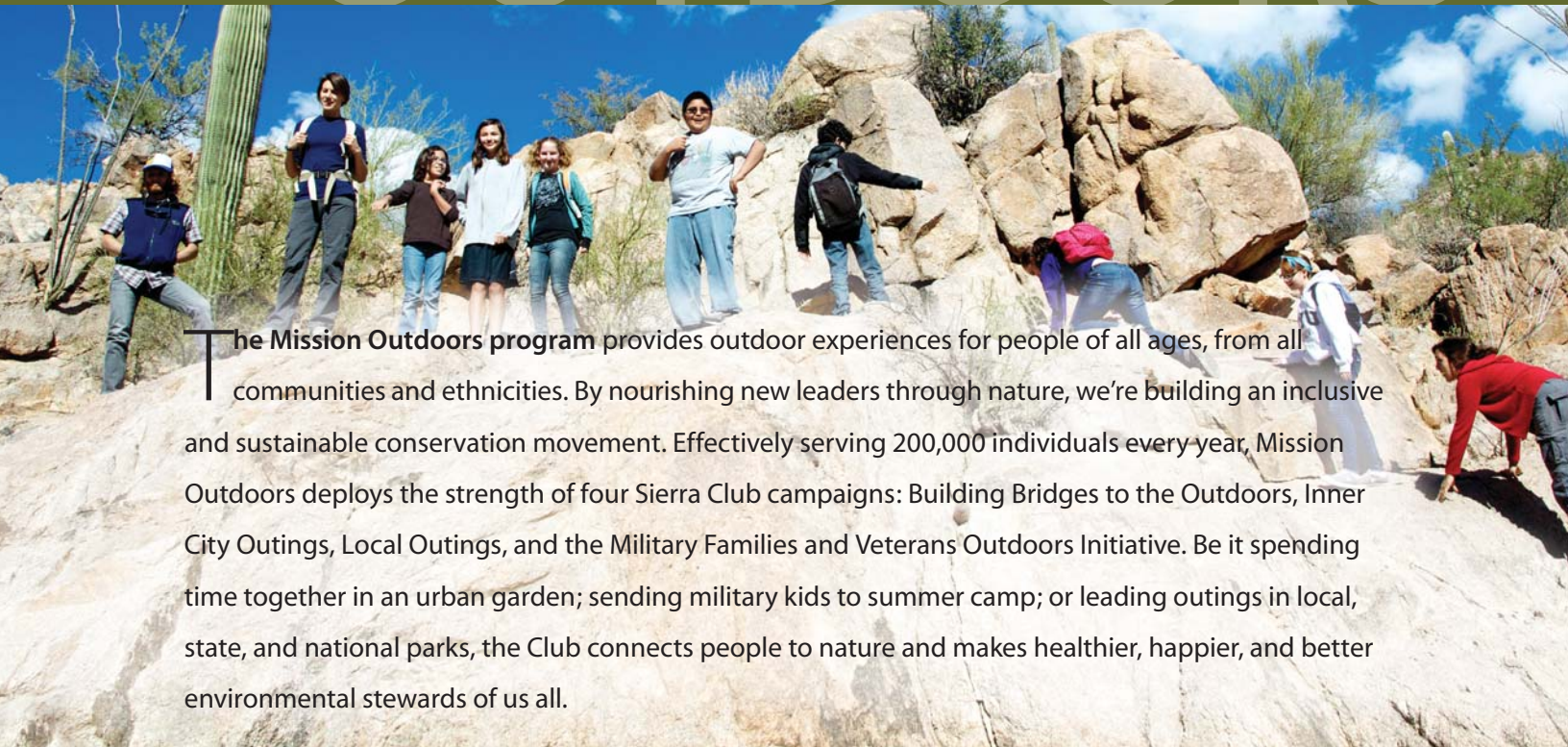
“National fundraising, localized, is how we’re able to be so effective on the ground. Our organizer in Ohio, Matt Trokan, helped Aveda understand that putting money to work in their local community would result in strong protections for local water.”

– SCOTT DYE

WATER SENTINELS PROGRAM
DIRECTOR



MISSION OUTDOORS



The Mission Outdoors program provides outdoor experiences for people of all ages, from all communities and ethnicities. By nourishing new leaders through nature, we're building an inclusive and sustainable conservation movement. Effectively serving 200,000 individuals every year, Mission Outdoors deploys the strength of four Sierra Club campaigns: Building Bridges to the Outdoors, Inner City Outings, Local Outings, and the Military Families and Veterans Outdoors Initiative. Be it spending time together in an urban garden; sending military kids to summer camp; or leading outings in local, state, and national parks, the Club connects people to nature and makes healthier, happier, and better environmental stewards of us all.

MAJOR MILITARY MILESTONE

In 2011, at the request of the Veterans of Foreign Wars and the U.S. Navy's Morale, Welfare, and Recreation Division, the Sierra Club provided leadership training and outings support. These requests represented momentous recognition for the program, signaling that the Club has gained the trust and reputation to effectively partner with traditionally conservative military and veteran groups. This milestone points to the opportunity for significant future growth and leadership by the Club in the military family and veteran community. We are delighted to be considered a valued resource for our servicemen and women and their families.

NATURE'S REFUGE FOR REFUGEES

Dilli's family fled Bhutan 20 years ago in the wake of a government crackdown on ethnic minorities. His parents resettled in a refugee camp just across the Nepal border, where they waited for 18 years. Dilli was born in this camp and spent his entire life there until his family migrated to the U.S. in 2010. This year, 16 year-old Dilli joined

other refugees through a Sierra Club outing to the Arizona mountains. The excursion provided an opportunity for Dilli to grow his leadership skills, increase his sense of pride, and forge new friendships around the campfire. This summer, through a Sierra Club scholarship, Dilli will attend a week-long outing in Klamath National Forest in northern California.

HONORING THOSE WHO SERVE

September marked Sierra Club's second annual Serve Outdoors initiative. This month-long series of activities honors those who lost their lives on September 11, 2001, through a series of projects to clean up and protect the outdoors. The Club provides underserved youth and veterans with opportunities for outdoor adventure, renewal, and service. Serve Outdoors provides opportunities for the families of servicemembers to enjoy the great outdoors as well. The Mission Outdoors family of programs joined with Sierra Club's Water Sentinels and the Sierra Student Coalition to host Serve Outdoors events throughout the month, with volunteers cleaning up local parks, rivers, and wetlands.

"If we want kids to connect to the outdoors, we have to immerse them in the physical, tactile experience of it—eating food cooked over a campfire—that's something kids really do enjoy; something that will make them want to get outside again and again."

— DOUG WALKER
TSCF BOARD MEMBER



PROFILE IN LEADERSHIP: JUAN MARTINEZ

At just 27 years old, South Los Angeles native Juan Martinez is the youngest member of The Sierra Club Foundation's Board of Directors. He first became involved with the Sierra Club in high school as a participant in Building Bridges to the Outdoors. Eventually, he rose to the position of youth volunteer coordinator, and then joined Sierra Student Coalition's executive committee, where he helped develop the organization's goals and strategies.

In addition to joining the Foundation board in 2011, Martinez has many remarkable accomplishments. He became the first college graduate in his family, earning a degree in history from UCLA. For his dedication to introducing low-income families to the outdoors and fighting urban pollution, he was recognized as a National Geographic Emerging Explorer. Martinez also serves as an ambassador for The North Face and as Director of Leadership Development and Natural Leaders Network for the Children & Nature Network. Furthermore, he is a recipient of Congresswoman Hilda Solis' Environmental Youth Leadership Award, and of the "Looking to the Future" Award from Breaking the Color Barrier.

ENVIRONMENTAL JUSTICE & COMMUNITY PARTNERSHIPS



Climate change and pollution are not equal opportunity threats. People of color, indigenous communities, and low-income families bear disproportionate environmental and health burdens, including asthma, certain types of cancer, cardiac problems, and heat-related deaths. In 2000, the Sierra Club launched its Environmental Justice and Community Partnerships program to address this national crisis. The Club carefully nurtures relationships and provides people with assistance, training, and resources to ensure all people a healthy environment—where they live, learn, work, play, and pray. Over the past year, the Club worked across the country to help communities fight polluters, green their neighborhoods, and create environmental leaders for the future.

HELPING A COMMUNITY MAKE ITS VOICE HEARD

Since 1965, the people and land of the Moapa River Indian Reservation have endured emissions of toxic pollution from the Reid Gardner coal-fired power plant. The tribe invited the Sierra Club to partner with them in tackling this issue, and together they have spurred government regulators, media outlets, and clean energy businesses toward the transition from coal to clean sources of energy. Over the last year, the tribe and the Club joined a coalition to work on campaign planning, media strategy, and communications materials. Moapa activists have now been featured in a wide variety of newspapers, a two-part investigative television news piece, and a short film which has been seen by thousands at film festivals and on YouTube. “We look forward to continuing our relationship with the Sierra Club and successfully ending coal pollution on our land,” says Moapa leader Chairman William Anderson.

YOUTH GO GREEN IN THE MOTOR CITY

The Sierra Club in Detroit participated in the first-ever Youth Green Economy Summit for September's Moving Planet Day of Action, hosted by Councilman Ken Cockrel Jr. Approximately 200 people attended the day of green jobs workshops and entertainment, which were led by youth for their peers. The Club hosted a workshop on the ills of climate change, featuring the comic book *Haunted Planet* by Detroit native Ken Jackson. Several local community groups and employers—including the University of Michigan's Detroit Center, Walker-Miller Energy Services, WARM Training Center, and East Michigan Environmental Action—joined in to help young people envision their roles in an alternative energy workforce.

PARADE BUILDS SUPPORT FOR PUERTO RICO'S NATURAL RESOURCES

For the first time, a delegation of more than 100 Sierra Club members marched in the nation's largest parade and outdoor cultural event, the National Puerto Rican Day Parade in New York City. The group brought a vital environmental message to the event, thanks to the efforts of Sierra Club's Puerto Rico Chapter, Environmental Justice and Community Partnerships Program, Building Bridges to the Outdoors, Conservation Department, and people like organizer Camilla Feibelman, The Sierra Club Foundation Chair Loren Blackford, and Sierra Club President Robin Mann.

The parade provided an incredibly important opportunity to reach the second-largest Latino group in the United States. We helped bring the green message to the Puerto Rican community, and we let people know we can help reconnect them with Puerto Rico's environmental wonder.

In addition to having 3 million people at the parade, coverage of the event reached the 3.7 million people on the island and more than 4 million Puerto Ricans in the United States—as well as 80 million viewers on television.

In 1969, Sally Young (*in wheelchair, with family*) and others in her tribe authorized construction of the Navajo Generating Station on their land. They were promised electricity, running water, and jobs. Today, those promises still haven't materialized, and pollution from the coal-fired power plant is linked to regional medical expenses of more than \$127 million annually. Sierra Club's work supports the Navajo tribe in regaining their health and protecting their land.



"Detroit needs to diversify our industry, promote growth and development of green industries. Wind and solar will move us forward. Young people are on the cutting edge of the green revolution."

— **KEN COCKREL, JR.**
DETROIT COUNCILMAN



Those who contemplate the beauty
of the earth find reserves of strength
that will endure as long as life lasts.



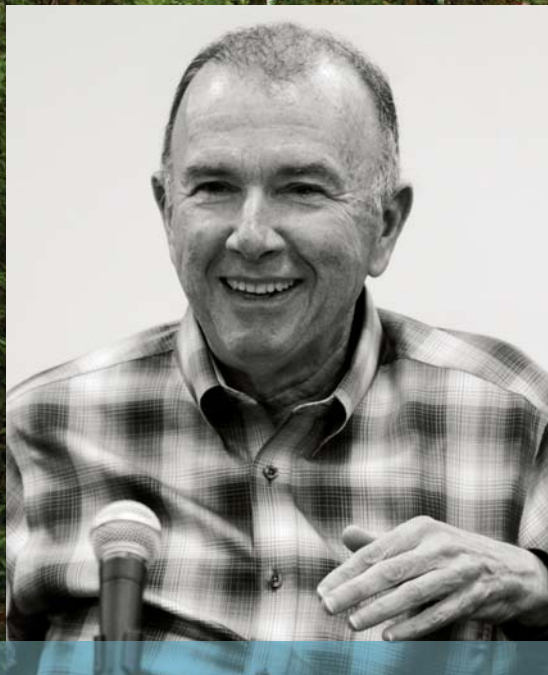


There is something infinitely healing
in the repeated refrains of nature—
the assurance that dawn comes after
night, and spring after winter.

— RACHEL CARSON

Board of Directors

An independent, volunteer Board of Directors, supported by a professional staff, governs The Sierra Club Foundation. The Board primarily focuses on enhancing the overall performance of the Foundation and supporting the charitable and educational work of the Sierra Club and other grantees.



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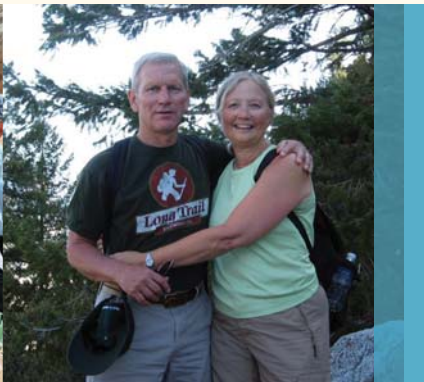
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Financial Statements

With over \$100 million in assets, The Sierra Club Foundation spends 90 percent of its funds on environmental and conservation programs. Aligning the Foundation's mission and values with its investment portfolio continues to be a major focus in stewarding the Foundation's charitable assets responsibly, efficiently, and effectively.

The Sierra Club Foundation Statement of Financial Position December 31, 2011 and 2010

	2011	2010
Assets		
Cash and cash equivalents	\$ 1,480,210	\$ 3,315,198
Money market funds	11,927,807	13,286,850
Contributions receivable, net	6,690,957	5,618,534
Investments	66,369,433	68,812,977
Assets held under split-interest agreements	14,696,627	15,479,848
Other assets	708,769	813,501
Total Assets	101,873,803	107,326,908
Liabilities		
Accounts payable	597,414	711,378
Grants payable	6,893,644	4,566,008
Liabilities under split-interest agreements	11,760,356	10,353,039
Total Liabilities	19,251,414	15,630,425
Net Assets		
Unrestricted:		
Undesignated	18,812,720	23,766,549
Board-designated	12,827,561	17,917,489
Total unrestricted	31,640,281	41,684,038
Temporarily restricted	38,220,450	37,167,230
Permanently restricted	12,761,658	12,845,215
Total Net Assets	82,622,389	91,696,483
Total Liabilities and Net Assets	\$ 101,873,803	\$ 107,326,908



The Sierra Club Foundation has earned Charity Navigator's highest rating—four stars—as well as an A+ from the American Institute of Philanthropy.

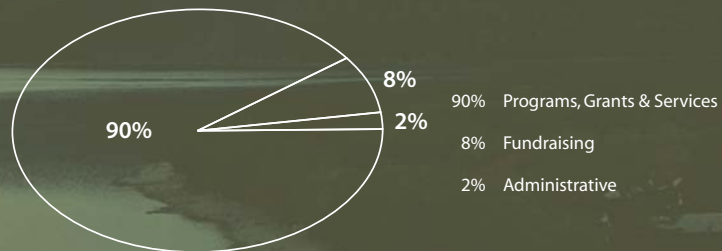
The Sierra Club Foundation Statement of Activities

December 31, 2011 and 2010

	2011	2010
Revenues, Gains & Other Support		
Contributions	\$ 39,619,570	\$ 40,944,626
Contributions related to split-interest agreements	483,365	203,372
Bequests	4,897,528	7,739,089
Total Contributions	45,000,463	48,887,087
Net gains from investments	(1,597,847)	5,134,121
Interest and dividends	1,695,879	1,721,436
Net change in value of split-interest agreements	(2,170,360)	275,981
Other income (loss)	41,907	90,065
Total Revenues, Gains & Other Support	42,970,042	56,108,690
Expenses		
Program services	46,672,306	47,653,449
Support services:		
Administrative	1,091,768	1,041,539
Fundraising	4,280,062	4,226,616
Total Expenses	52,044,136	52,921,604
Change in net assets	(9,074,094)	3,187,086
Net assets, beginning of year	91,696,483	88,509,397
Net assets, end of year	\$ 82,622,389	\$ 91,696,483

Note: The 2011 Financial Statement is audited. The 2010 audited financial statement was restated to reclassify \$2,014,883 of net assets from temporarily restricted to unrestricted. To view the complete audited financial statements, please visit sierraclubfoundation.org or contact The Sierra Club Foundation.

The Sierra Club Foundation Summary of Expenses 2011



Resources for Real Results

Strategic philanthropy—focused, sustained, and results-oriented—is the hallmark of The Sierra Club Foundation’s approach to social and environmental change.

Our goal is to end our reliance on dirty fossil fuels; reverse the social, economic, and environmental damage caused by global climate change; restore, connect, and protect healthy ecosystems so that wildlife and wilderness can thrive; and successfully transition to a clean, green, renewable energy economy that better serves people and nature.

We achieve this through partnerships with donors that align financial resources with focused campaigns designed to build capacity in the environmental movement and engage a broad spectrum of allied organizations around shared values and goals.

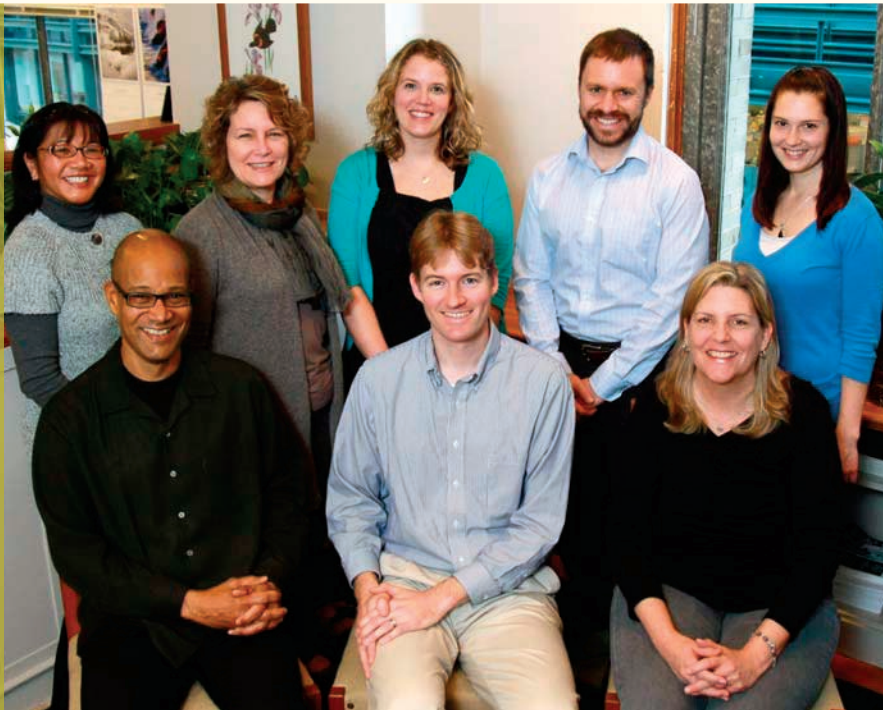
We invite you to join us in these efforts.

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The Sierra Club Foundation staff:

Back row, left to right: Naomi Reed, Bookkeeper; Ginny Quick, Director of Finance; Lauren Meyer, Manager of Administration and Board Relations; Peter Martin, Executive Director; Pam Abraham, Administrative Assistant

Front row, left to right: Henry Holmes, Grants and Compliance Director; Brian Kavanagh, Senior Accountant; Carrie Hudiburgh, Grants and Compliance Manager



Gifts of any size to The Sierra Club Foundation contribute to building a vibrant and diverse environmental movement that can set our country firmly on the path to a greener future. To make a gift, please visit sierraclubfoundation.org or call **415.995.1780**. *Thank you!*

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A healthy planet begins with a strong foundation.

With 1.4 million members and supporters representing every state in the nation, the Sierra Club is uniquely positioned to provide global leadership on local, national, and international levels. The Sierra Club Foundation, as fiscal sponsor of Sierra Club's charitable work, has been instrumental in achieving our shared environmental goals. Our board and staff raise charitable funds, preserve and enhance these assets, and ensure they are used appropriately. We do this so future generations will inherit a healthy planet with wild places left to explore.

