



**The Sierra Club Foundation ANNUAL REPORT 2007**



## MISSION STATEMENT

**The Sierra Club Foundation** was established in 1960 to receive, administer, and disburse funds donated for tax-exempt, charitable, scientific, literary, and educational purposes. The mission of The Foundation is to advance the preservation and protection of the natural environment by empowering the citizenry, especially democratically based grassroots organizations, with charitable resources to further the cause of environmental protection.

The Foundation fulfills its mission through grantmaking and by acting as fiscal sponsor for charitable projects of other non-profit organizations, ad hoc citizen groups, and individuals. The Sierra Club is the vehicle through which The Foundation generally fulfills its charitable mission.

The Foundation is classified by the Internal Revenue Service as exempt from taxes under Section 501(c)(3) of the Internal Revenue Code. Since The Foundation receives broad-based financial support, it meets the qualification of a public charity and is not classified as a "private foundation" under the Internal Revenue Code. Donations to The Foundation are deductible to the maximum extent allowable by law under Section 170(b)(1)(A)(vi) of the Code. Bequests and gifts are deductible for tax purposes under Sections 2055, 2106, and 2522 of the Code. The Foundation has elected the status of a lobbying charity under IRS Section 501(h), thereby enabling it to support legislative programs on a limited basis.

FRONT COVER PHOTO BY ROBERT HEIL:

Gentoo penguins on a small iceberg near the Antarctica Peninsula dive into the frigid water.

# The Sierra Club Foundation ANNUAL REPORT 2007



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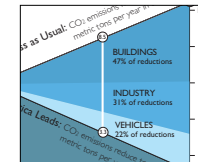
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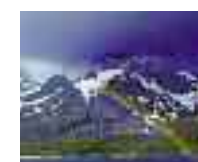
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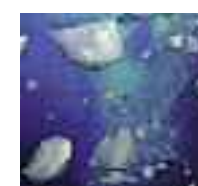
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**Antarctica.** Icy and majestic. Romanticized. Underestimated. Unworldly, if there is ever such a thing. Home to millions of penguins and, except for researchers, unfit for human settlement. A continent where the consequences of global warming are writ large—a 5,000-square-mile ice shelf in western Antarctica has started to collapse, scientists reported early this year. ■ To underscore our growing commitment to curbing global warming, The Sierra Club Foundation's 2007 Annual Report is highlighting a series of evocative photographs of this forbidden continent. ■ It's also an opportunity to feature the photographs of Foundation Chair Robert Heil, who visited Antarctica and nearby islands this past January during the continent's short "summer" and returned with far more stunning images than we have room for in this report. He calls Antarctica "the most photogenic place I've ever been." In addition to this page, you can see Heil's photos on the front and back covers and pages 4, 18, 21, 25, 27, 29, and 34.

# Message from the Chair



“ Foundation donors recognize the severity and urgency of the coming climate crisis and are leading the way through their support of the Climate Recovery Campaign. ”

—Robert Heil is the 2008 Chair of The Sierra Club Foundation Board of Directors. He previously served as Fundraising Chair of the Environmental Law Program and Chair of the National Advisory Council. A retired real estate and film attorney, he is a world traveler and award-winning photographer whose work can be seen in numerous magazines, as well as in this annual report. If you don't find him at home, he's probably out hiking, skiing, cycling, or conducting research for the Hawaii Whale Research Foundation in Maui.

**Prompt, decisive, and wide-ranging action is required to ward off large-scale suffering around the world**, which is increasingly being threatened by unprecedented anthropogenic global climate change.

The Sierra Club, with its legacy of effective conservation and environmental protection, its expertise in the science of smart energy solutions and climate change, its broad-based network of collaborating organizations, and its army of dedicated volunteer workers, is in a unique position to lead the way. And lead it shall.

The centerpiece of this leadership is the Sierra Club's Climate Recovery Campaign, and The Sierra Club Foundation is taking and will continue to take an increasingly active role in shaping this campaign and raising the charitable funds necessary to prepare for and ultimately surmount this historic global challenge.

As a key part of this strategy, The Foundation's Board of Directors appointed Peter Martin as the new executive director in January 2008. Peter has been a member of the Sierra Club's Office of Advancement staff since 2001 and most recently served as Senior Advancement Director in Washington, D.C. He came to the organization as a volunteer with the Club's Inner City Outings program, one of the programs featured in this report. Peter is a seasoned fundraiser, and we are looking for great things from him.

We know that donors—especially the principal gift donors that we must attract to the Climate Recovery Campaign—rightfully require quantifiable returns on their investments. A leading example of a program that provides just that is the Sierra Club's National Coal Campaign. Since the campaign's inception in 2003, the coal team has been instrumental in defeating or causing to be abandoned 65 out of the original 165 major coal plants proposed by utility companies. It is still fighting the rest, and there is reason to be very optimistic about these continued efforts. Had those 65 halted plants been built, they would spew into our atmosphere more than 250 million metric tons of new carbon dioxide emissions annually at a time when we need to reduce total such output by 80 percent over the next 40 years.

At The Foundation, we see that donors across the country recognize the severity and urgency of the looming climate crisis, and this gives us encouragement that we will indeed be able to raise the needed resources. Our 2007 financial results suggest a strong foundation—\$42.4 million raised, almost double the \$22.9 million in 2006. Given the magnitude of the challenge, even stronger donation growth is being sought for 2008 and beyond.

As the new Chair of The Foundation's Board for 2008, I am grateful to the members of the Board for their leadership in this undertaking. I would particularly like to acknowledge Michelle Skaff, our previous Chair, who led The Foundation through challenging times and began the process of increasing the participation and effectiveness of our Board in the Climate Recovery Campaign.

Above all, I am grateful to our donors, for believing in us. The people and the animals of the earth are threatened by an epic global challenge. The Foundation and the Club believe there exists, truly, a moral imperative to rise up and meet this historic challenge. We cannot afford to fail. Thank you for your confidence and support.



A blue-eyed shag, the only cormorant species that breeds on the Antarctic continent. PHOTO BY ROBERT HEIL

# Executive Director's Report



“ When the Sierra Club stops a coal plant, more and more we are seeing the energy demand being filled by wind, solar, and efficiency. ”

—Peter Martin began his career at the Sierra Club in 2001, serving as Senior Advancement Director for the Northwest and Mid-Atlantic regions. In January 2008, Peter was appointed Executive Director of The Sierra Club Foundation.

**Seven years ago when I went to work for the Sierra Club**, the environmental movement and the battle against climate change barely registered in America's collective consciousness. Now there's a hue and cry for bold, decisive action to stop global warming—and it's coming from mainstream America.

Al Gore and *An Inconvenient Truth* had a lot to do with that, as does \$4 per gallon gasoline. So has the Sierra Club, enabled by the generosity of The Sierra Club Foundation donors. For starters, we broadened our bevy of allies by investing in projects that bring together Americans from all walks of life on this issue.

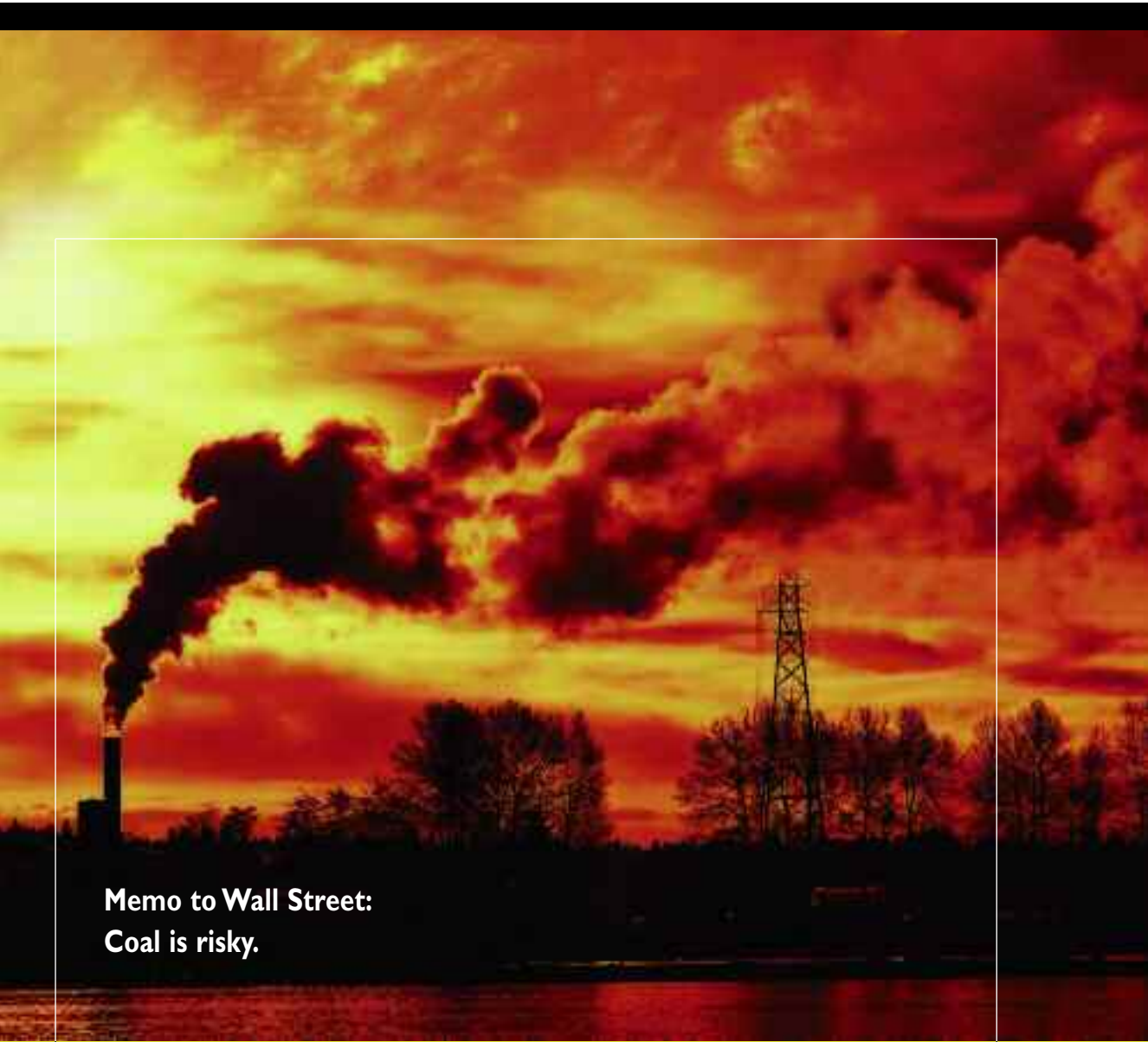
We also pursued solutions that reduce carbon dioxide emissions and at the same time create the right market conditions to allow smart energy solutions to flourish, and flourish rapidly. For example, the National Coal Campaign seeks to challenge the construction of every proposed conventional coal-fired power plant nationwide. Yet at its core the campaign is really an economic stimulus plan for renewable and alternative energy. When the Club stops a plant, more and more we are seeing the energy demand being filled by alternatives like wind, solar, and efficiency.

I recently attended a panel discussion on Wall Street that included Sierra Club Executive Director Carl Pope, the lead energy analyst from an investment bank, a venture capitalist who invests in renewable and efficiency start-ups, and an energy industry entrepreneur. At that event, I really began to understand the value of The Foundation and the Club's work in creating the demand for the next energy economy. The investment banker, to our surprise, declared that he tracks our coal campaign with great interest, seeing a potentially ripe investment opportunity in what's coming next.

Take Illinois as a case in point. The coal campaign's investment in the state between 2002 and 2007 led to the cancellation of 75 percent of the proposed new megawatts of coal. As we have slowed the construction of new coal, Illinois has adopted stringent new clean energy requirements, and clean-energy development has sky-rocketed. Since 2002, when Illinois announced its first wind farm, the state has added 699 megawatts of wind energy. Another 10,000 megawatts of new wind is under consideration.

Eighteen months prior to the Wall Street event, I was in Cleveland, my hometown, with Carl Pope and Leo Gerard, International President of United Steelworkers, the nation's largest manufacturing union. They stood in front of a windmill made of 26 tons of steel, and Gerard quickly calculated how many manufacturing jobs that equaled. Ironically, he learned that this particular machine was built in Denmark. Still, he declared that the future of his union and manufacturing in the rust belt of America relies on how rapidly we can get the country to move to smart energy solutions. Here again I was reminded that we must prioritize investing in solutions that move the carbon needle and drive economic progress. If a few Wall Street bankers get rich along the way, that's fine by us.

A lot has changed since I started with the Club in 2001. I liken it to paddling upstream vs. riding a wave. Both are challenging, but once you learn how to surf, riding a wave is a lot more fun. Our heartfelt thanks go to all our donors, who make this work possible.



**Memo to Wall Street:  
Coal is risky.**

## **I. Influencing Capital Markets**

**Forty percent of carbon dioxide emissions in the United States come from coal-fired power plants, the country's dirtiest form of energy generation.** And the industry is aggressively seeking to build more. In pursuit of a clean energy future that embraces efficiency and renewables, The Sierra Club Foundation supports programs that put the reins on King Coal's momentum by ultimately making coal a risky, expensive investment.

## **Moving America Beyond Coal**

The future isn't looking good for coal, and The Sierra Club Foundation and the Sierra Club's National Coal Campaign have a lot to do with that.

Five years ago the Sierra Club sounded the alarm that the coal industry was looking for approval to construct 165 new coal-fired power plants around the United States. If built, these plants would render all other efforts to reverse climate change irrelevant; they would also increase the nation's annual CO<sub>2</sub> emissions by more than 15 percent when scientists are telling us we must reduce emissions by 2 percent each year.

The Sierra Club Foundation and the Sierra Club quickly responded to this new threat with the National Coal Campaign. Its mission is to stop the construction of a new fleet of conventional coal plants, end the most destructive coal mining practices, and expedite the replacement of the existing fleet of coal plants with clean energy alternatives.

**Of the 165 original proposals, 65 coal plants have been defeated or abandoned; 31 of those were in 2007.**

The campaign is building the foundation for a clean energy future. There are more obstacles than ever to coal development: Informed residents are actively opposing new plants in their cities; governors and other decision-makers are recognizing the health and economic risks with coal; construction costs are increasing; federal government loans for coal development have been suspended; health concerns about mercury pollution are getting more visibility. At the same time, costs for renewable forms of energy like wind and solar are going down.

On Wall Street, Citigroup downgraded coal stocks across the board and others followed suit. Also, in light of increasing demands for federal caps on carbon dioxide, banks have announced they'll require utilities seeking financing for new coal plants to prove the plants will be economically viable under potentially stringent regulations.

In 2007 the National Coal Campaign sharpened its tools, mobilized more citizens than ever, and successfully made its case that "coal-fired power plant" equals "climate change."





## Bruce Nilles

DIRECTOR, NATIONAL COAL CAMPAIGN

Bruce Nilles, director of the Sierra Club's National Coal Campaign, joined the Club's staff in 2002. He was previously a staff attorney for Earthjustice's San Francisco office and during the Clinton Administration was Counsel to the Assistant Attorney General for the U.S. Department of Justice's Environment and Natural Resources Division in Washington, D.C.

**Q** Lester Brown, founder of the Worldwatch Institute and more recently the Earth Policy Institute, calls the Sierra Club "the national leader on this issue." Why is the Club's strategy so successful?

**Our unique strength is our grassroots organizing presence in all 50 states.** We have members who are directly affected wherever coal plants are proposed. Living downwind from or close to a coal plant gives them a significant stake in what happens. With their help and our organizing expertise, we spring into action to educate the public and demand a full-blown review of the wisdom of adding more coal. No one else can do that like we can.

**Q** What's in the Club's toolbox?

**We can put an organizer on the ground quickly to rally local volunteers** who build alliances, educate the public, work with the media. We bring in our legal and communications teams as needed. The approval process for coal plants involves permit applications for air, water, solid waste, and each provides a public venue for vigorous discussion. We provide expert testimony at public hearings and run accountability campaigns, work with permitting agencies and with whoever is in charge of making administrative decisions, like we did with the governor of Kansas in 2007. We educate everyone about the threat of global warming, how dirty and expensive coal is, and why the alternatives are better.

**Q** How does the Coal Campaign work on mining?

**We want to keep as much U.S. coal reserves and carbon content underground as possible.** In particular we're working to stop destructive mountaintop removal mining in Appalachia and mining in wilderness areas in Alaska. We successfully scared the Army Corps of Engineers into pulling a mountaintop removal permit in Kentucky and they're still trying to figure out how to proceed in light of the issues we raised. The worst part is that we're exporting coal, which means we're blowing up our mountains and desecrating our Alaskan wilderness to feed Asian coal markets.

**Q** Why should we worry about coal plants when China is building more than we are?

**It's hard to ask China and others not to build their plants when we're doing the same thing.** We've got to show some leadership in this area, set an example. Also, we're exporting coal overseas. We could always keep our coal in this country instead of padding King Coal's pockets and accelerating global warming. That would seriously impact overseas operations.

**Q** Speaking of markets, did the Club's coal work contribute to the decision by JP Morgan, Morgan Stanley, and Citibank to make it even tougher to get financing for new coal plants?

**More directly we were instrumental in persuading the U.S. Department of Agriculture to suspend a loan program for coal-fired power plants in rural communities** through a fairly obscure agency called the Rural Utility Service. The federal government suspended the loans because of the uncertainty of climate change and the rising construction costs for coal plants. Working with Earthjustice, we put a very bright spotlight on the agency, educated the public and press and key decision-makers. The federal government basically made coal plants more speculative, and now banks are requiring coal plant developers to factor in climate change when they apply for funding.



**“ We can put an organizer on the ground, build alliances, educate the public, bring in our legal and communications teams, provide testimony at public hearings, work with permitting agencies, and more. No one else can do that like we can. ”**

—Bruce Nilles, celebrating above with Illinois activist Verena Owen, after the announcement that Indeck Energy Services had scrapped plans to build a 660-megawatt coal-burning power plant south of Chicago.

## Kansas Permit Denial First to Cite Climate Change

In 2007, Kansas—the state with the third highest potential for wind energy—became the first in the nation to reject two coal-fired power plant permits based on the threat of carbon dioxide emissions. The plants, proposed by Sunflower Electric to be built in the western part of the state, would have spewed nearly 11 tons of CO<sub>2</sub> into the air each year, the equivalent of putting 2 million new cars on the road. In a strategically coordinated effort, the Sierra Club challenged the approval process and demanded that the state regulate CO<sub>2</sub> emissions, while a strong force of grassroots volunteers testified at permit hearings, held rallies, spoke to civic groups, and through the media educated Kansans about the consequences of coal power. In October, Kansas Department of Health and Environment Secretary Ron Bremby denied Sunflower's permit, citing concerns that CO<sub>2</sub> from the plants would exacerbate climate change and threaten human health. Said Governor Kathleen Sebelius, "This decision will not only preserve Kansans' health and uphold our moral obligation to be good stewards of this beautiful land, but will also enhance our prospects for strong and sustainable economic growth throughout our state." Shortly after the state rejected this plant, two other developers pulled up stakes and abandoned their coal plant plans, too.

## Army Corps Withdraws Mountaintop Removal Permit

The Sierra Club's first legal challenge of a mountaintop removal mining permit produced immediate results when the U.S. Army Corps of Engineers suspended a permit it had issued to ICG Hazard less than a month earlier. The company wanted to expand its operation in Eastern Kentucky by nearly 1,000 acres, destroying a total of about 4,400 acres of pristine wilderness by blowing off mountaintops and filling nearby valleys with mining waste—a practice seen across Appalachia. The waste would bury and pollute several miles of streams and creeks that lead into the Kentucky River—a water source for more than 1 million people. "I have watched mountain after



Laura Pavicevic-Johnston protests outside Louisiana Public Service Commission meeting in November 2007.  
PHOTO BY JEFFREY DUBINSKY.

mountain reduced to rubble," says Teri Blanton, a Sierra Club member in Berea, Kentucky, adding that the area targeted for the expansion "is a green oasis rising out of the flattened and bare moonscape the company has already created." The Sierra Club and Kentucky Water Alliance filed suit in early December. Less than a month later the Army Corps suspended the coal-mining permit—the first time it has done so in Kentucky—to reconsider its approval based on claims raised in the lawsuit.



**Tom Dinwoodie**

DONOR • ENTREPRENEUR • EXECUTIVE

A leader in clean technology, Thomas Dinwoodie founded PowerLight (now SunPower) and served as its CEO and chairman of the board since 1995. He is now CTO of the San Jose, California-based company, which has designed and built hundreds of large-scale solar systems around the world. Projects include rooftop arrays at San Francisco's Moscone Center and Microsoft's Silicon Valley campus, photovoltaic (PV) arrays combined with energy efficiency measures on Macy's stores, and the world's largest solar power plants, located primarily in Europe.

Dinwoodie has a B.S. in environmental engineering from Cornell University, an M.S. in mechanical engineering from the Massachusetts Institute of Technology, and an M.A. in architecture from the University of California at Berkeley.



Obviously you're an innovator. What role will innovation play in solving global warming?

**Solving global warming doesn't require breakthrough innovation.** The technologies are established today and it is now a matter of scaling to volume manufacturing and deployment. There will be incremental innovation—improvements in efficiency, manufacturing, and continued feature improvements. For instance, SunPower recently advanced its world-record solar cell efficiency from 22 to 23.4 percent. That is a solid yet incremental improvement.

We do need progress in energy storage, to handle penetrations of wind and solar beyond 20 to 30 percent. But this won't really become important until sometime after 2020. Storage solutions exist today, like compressed-air energy storage, sodium sulfur batteries, and thermal energy storage, and there is much innovation under way with lithium ion batteries. On the other hand, Denmark is close to 50 percent wind generation, which means they are proving that this problem is addressable today.



How can we get people to understand that, when you factor in the consequences of global warming, renewables cost less than traditional energy sources, particularly coal?

**It's a matter of education, and changing mindset.**

A little known fact is that solar competes today when compared

with new construction of conventional power plants, whether gas, coal, or nuclear: The costs of conventional plant construction and fuel have risen dramatically, while the cost of solar continues to decline. If you compare the weighted cost of energy from buildup of a 10-year, 1 gigawatt PV program vs. the cost of energy from a 1 gigawatt new nuclear plant, which takes a minimum 10 years to permit and construct, you will find that the cost of energy from PV is about 30 percent lower, with far less risk of execution. And you generate energy year one from a PV program, instead of waiting 10 years minimum for nuclear.

Are we making progress? Absolutely. Solar is the world's fastest growing energy source. Japan gets it. They were the world's largest market for PV until they were replaced by Germany, which, by the way, has the solar resource of Nome, Alaska. A taxi driver in Germany can pronounce photovoltaics. You see PV everywhere—on rooftops, barns, and in fields. Spain gets it. Denmark and Texas get it with wind. The CEOs of Walmart, Target, and Macy's get it. Home developers like Lennar and Shea get it—they are building entire communities with solar and advanced energy efficiency and reducing energy bills by 80 percent. And utilities are now getting it—like PG&E and Southern California Edison, FP&L, and Duke. So big players are seeing significant opportunity—which is exactly what this will take.

**Q** Is there also an economic benefit in that a clean energy economy will create jobs?

**I know for certain that solar is adding jobs—**

recently we added 30 people in one month at our Richmond office alone, and this economy is in a recession. I have heard that renewable energy creates twice the number of jobs as traditional sources like gas, nuclear, and coal. And since the fuel is free, solar keeps dollars in the local economy, which creates multiplier effects from local income and taxes.

As a society we should take care of those employed in the old industries, and help them to find jobs and opportunity in this new energy economy. Coal communities in West Virginia and Pennsylvania, for instance, should give incentives for local manufacture of clean technologies. Companies take these incentives seriously. A solar economy will bring high quality, long-lasting jobs.

**Q** The Dinwoodie Family is one of the leading supporters of the Sierra Club's coal work, assisting with strategic planning, networking, and other resources. Why focus on coal?

**My first concern is global warming, and coal emits nearly 40 percent of this country's greenhouse gases.** We simply need to transition away from coal to a clean energy economy if we are interested in a habitable planet.

But we have very limited time. We may be out of time, we don't know. Carbon levels are currently around 380 parts per million. Some said 350 ppm should not be surpassed, so now we are setting 450 ppm as a new limit. Can we hold it there? Not if we keep burning coal.

**Q** Why invest in The Sierra Club Foundation?

**The Foundation supports the impressive work of the Sierra Club.** The Club's people are intelligent, energetic, committed. The grassroots part of the organization enables powerful negotiating leverage. It works skillfully with other non-governmental agencies and local organizations, it lets go of its ego, knows when to step back and let others lead and then supports that effort. The name is trusted in Congress and with the general public. People have confidence in its endorsements. I love Carl Pope's blog—it's an excellent way for the organization at the top to touch and inspire its members.

**Q** Can you offer Sierra Club members, donors, and leaders some insights about the future of solar?

**By 2040, solar will be bigger than oil.** Its current growth is 50 to 60 percent a year in the United States, and even if you slow that growth to 15 percent annually, as a simple geometric progression solar would serve 100 percent of U.S. energy demand by 2040. However, solar will not need to grow to such scale, because it will work with energy efficiency, wind, and other renewables to serve our load. This is not only possible, but these technologies are currently on a trajectory to do it.

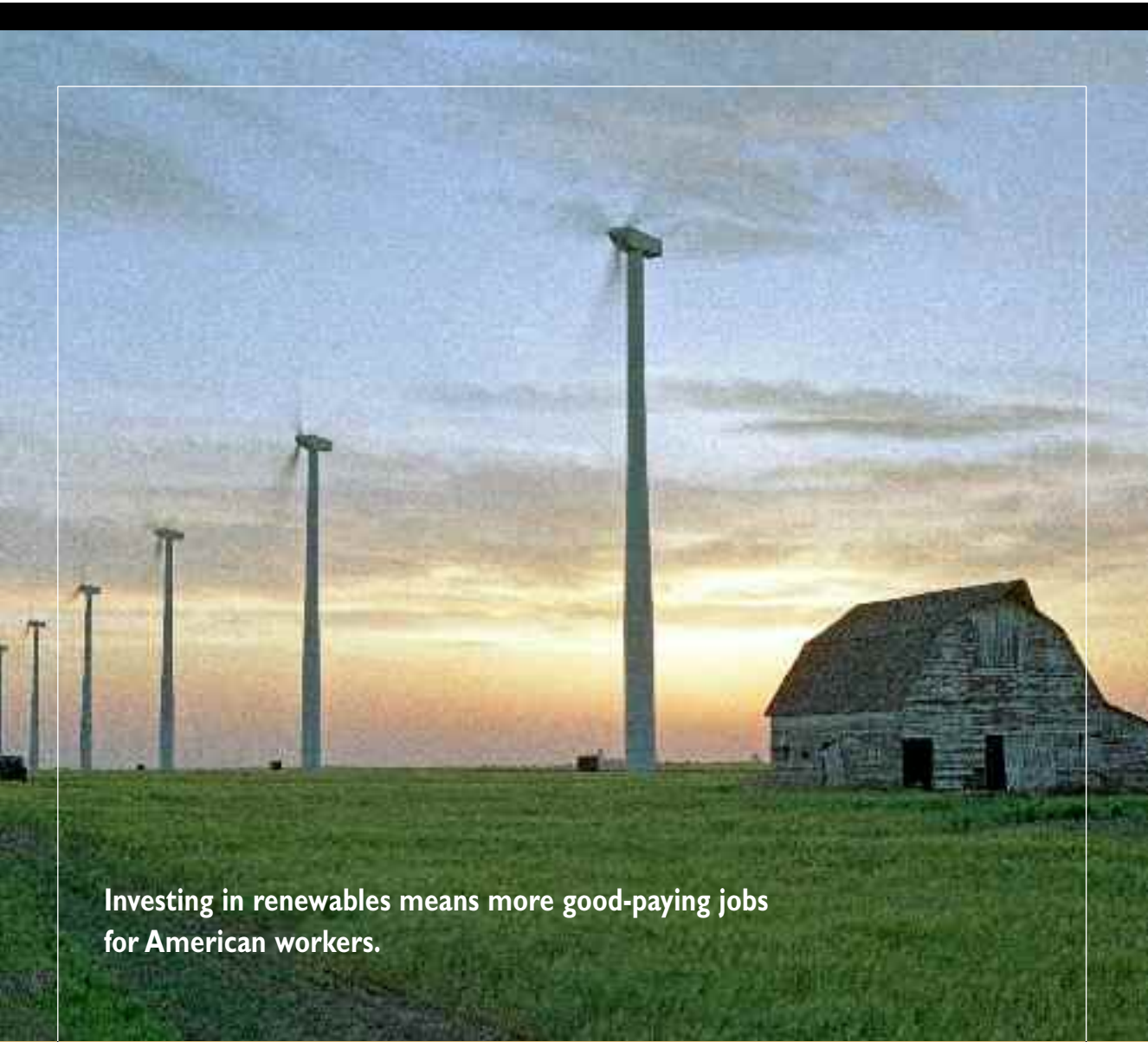
But while I'm optimistic about the trajectory, there are institutional barriers, entrenched interests, and much work to do. My optimism assumes that groups like the Sierra Club are working hard to facilitate this transition, to cut sources of CO<sub>2</sub> emissions, remove barriers, and help pave the way for the new energy technologies to emerge and flourish.

If you stop a coal plant, it forces everyone to think about the alternative. While the alternatives may be here and now, it takes time for people to understand and accept that. So stopping coal is a first step.



**“ I'm optimistic that the transition to renewables is not only possible, but under way, and it's going to be taken up by market forces that will make the transition happen faster than people expect. But that assumes groups like the Sierra Club are working to force this transition. ”**

**—Tom Dinwoodie**, a supporter of The Sierra Club Foundation and the Sierra Club's National Coal Campaign



Investing in renewables means more good-paying jobs for American workers.

## 2. Forging a New Energy Future

Investing in renewable energy sources and energy efficiency will take America into a clean energy future with a robust economy that provides green jobs here at home—and curbs global warming. The Sierra Club Foundation supports programs that create economic opportunities and policy solutions, sometimes working in partnership with unions, faith groups, neighborhood associations, and others.

### Sierra Club and Steelworkers Push for Green, Clean Energy

“Secure 21st-Century jobs are those that will help solve the problem of global warming with energy efficiency and renewable energy.”

That may sound like a Sierra Club leader talking, but it's actually United Steelworkers International President Leo Gerard. The nation's biggest grassroots environmental organization and North America's largest industrial union teamed up in 2006 to create the Blue Green Alliance, and the partnership continues to prove that measures taken for a clean energy future need not jeopardize jobs.

“Our history with Steelworkers goes back to the 1970s when we were able to find common ground on the Clean Air Act,” says Alison Horton, who heads up the Sierra Club's Blue Green Alliance team. “Now we're working together for a clean energy economy, and we're building momentum with our partnership.”

In 2007, the Alliance and the Renewable Energy Policy Project produced “Road to Energy Independence,” a well-received report documenting the potential manufacturing jobs that would come with a national Renewable Electricity Standard.

**The report's state-by-state analysis estimated that, in all, 820,000 manufacturing jobs could be created nationally from the wind and solar power industries.**

The Alliance also hosted events around the country that reached more than 10,000 labor-environment participants. In May, Cornell University and the U.N. Environment Programme worked with the Alliance to host an international conference in New York City attended by 350 trade union leaders and environmentalists. Speakers included Leo Gerard, Carl Pope, and Dr. Robert Socolow, who heads Princeton University's Carbon Mitigation Initiative.

In a new joint effort, the Sierra Club and Steelworkers drew the connection between the effects of deforestation on global warming and job loss in the United States when they asked the Department of Commerce to investigate the illegal logging practices in Indonesia. Unfair trade rules have allowed illegally harvested timber and timber products to enter the U.S. market and companies using sustainably-logged fiber sources cannot compete. Timber from countries like Indonesia, where an estimated 80 percent of logging is done illegally, gets sent to China where it is processed and the final product is exported to the United States. “Deforestation accounts for one-fifth of greenhouse gas emissions,” says Margrete Strand Rangnes of the Sierra Club's

Trade Program. "Free trade should not mean giving an advantage to illegally harvested products. We asked the Department of Commerce to use our trade rules to help combat this pervasive problem which hurts the environment and workers worldwide."

### Three Strikes, We Win on Clean Car Standards

Automobiles account for 20 percent of U.S. greenhouse gases, so stringent rules for emissions and fuel economy are key components of solving global warming and a smarter, more efficient use of energy.

Yet with weak federal fuel-economy standards and a claim by the U.S. EPA that the agency didn't even have the authority to regulate greenhouse gases, the future wasn't looking so bright. California adopted more stringent rules to reduce greenhouse gas emissions by 30 percent between 2009 and 2016 and 13 other states followed—but automakers took the matter to court.

Fortunately, in 2007 there were three significant legal victories on this front, with the Sierra Club's Environmental Law Program playing an integral role in each case.

#### In a landmark decision in April, the U.S. Supreme Court confirmed that the federal government must address greenhouse gases from vehicles.

Then, federal courts in California and Vermont delivered a huge victory to the Sierra Club and its allies when they tossed out lawsuits filed by the auto industry assailing the states' stricter emissions standards.

Finally, the 9th Circuit Court of Appeals agreed with the Club and its partners when it voided the Bush administration's weak fuel-economy standards for light trucks, which by law must be set at the "maximum feasible" level; the proposed standards would have raised fuel economy by only 1.8 gallons between 2008 and 2011.

"These rulings support the groundswell of legal and public opinion that improving fuel efficiency is one of the most important steps we can take to fight global warming and improve energy security," says Sierra Club Law Program Director Pat Gallagher, who California Lawyer magazine named 2007 "Attorney of the Year" along with a handful of other environmental attorneys.

California now awaits a federal waiver so that it and other states can implement their Clean Car Rules. (At the time this report went to press, the Sierra Club had joined 16 states and four environmental groups in a lawsuit to reverse EPA Administrator Stephen Johnson's denial of the waiver. The suit is pending.)

### Sierra Club Brings Efficiency to Post-Katrina Rebuilding

Darryl Malek-Wiley, a Sierra Club Environmental Justice organizer in New Orleans, works with a wide array of partners to ensure that the city is rebuilt for survivability—and sustainability.

One such project brings together the Sierra Club Delta Chapter; Alliance for Affordable Energy, and the Holy Cross Neighborhood Association (HCNA) in the Lower Ninth Ward, whose leaders have vowed that their community will be carbon neutral by 2030.



Darryl Malek-Wiley  
PHOTO BY JENNY COYLE

Working through The Sierra Club Foundation, the chapter gave a grant to the neighborhood association that set up a revolving fund for the bulk purchase of materials to install radiant barriers. The barriers are made of heavy-duty aluminum that, when placed in the attic, bounces heat out of the house and reduces the need for air conditioning. It's simple—and it saves energy and money.

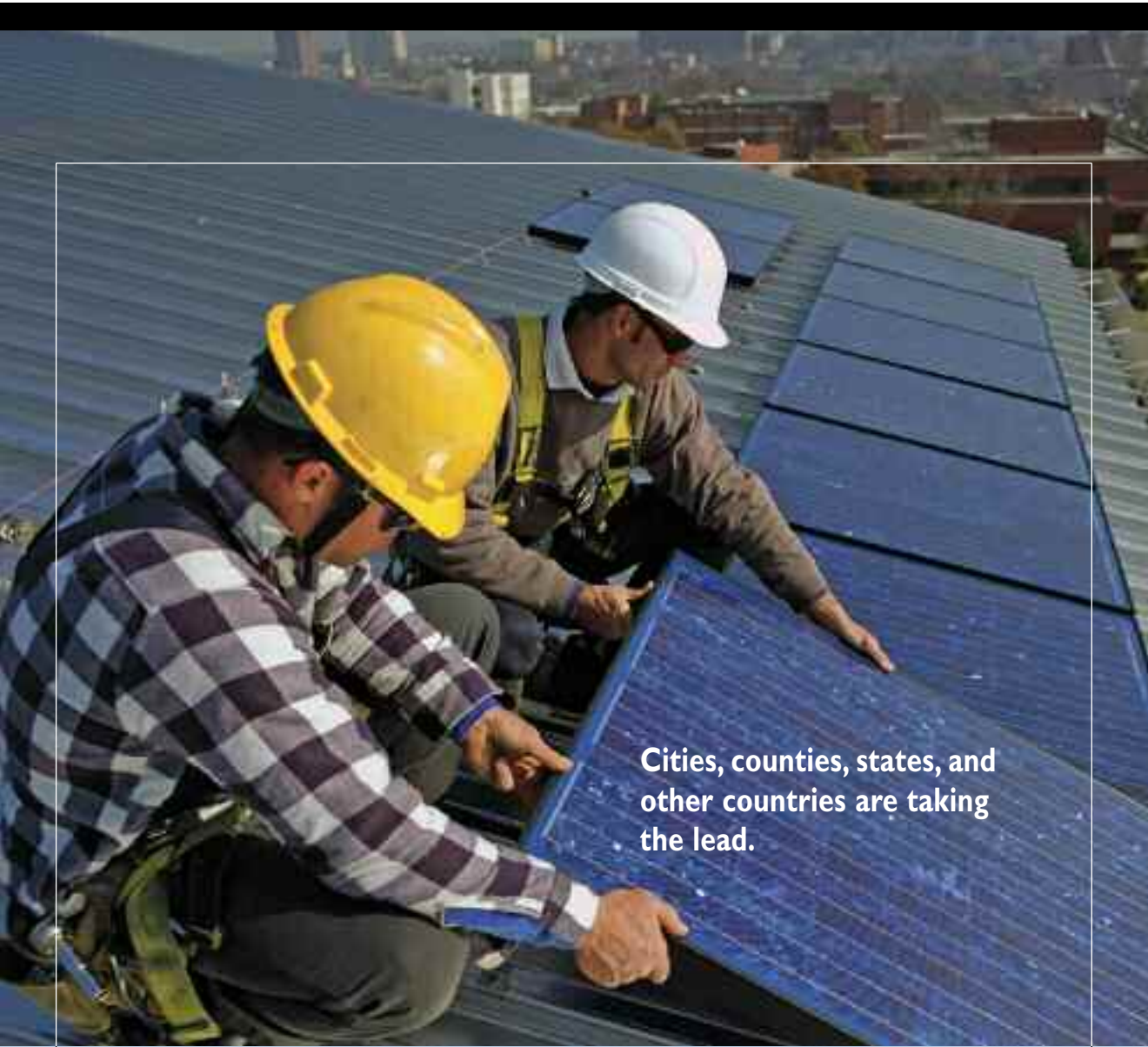
Installed by volunteers, the cost to homeowners is \$175 to \$250 instead of the usual \$1,600 to \$1,800, making it much more affordable. The money goes back into the revolving fund to purchase more materials. So far, the Sierra Club has helped 72 homeowners install radiant barriers.

"The neighborhood wants to come back sustainable, survivable, and carbon neutral," says Malek-Wiley. "We're helping them get there."

**Fourteen states and several Canadian provinces have now adopted Clean Car Rules tougher than federal standards.** Together they comprise more than 40 percent of the new auto market. "Our goal is to cut CO<sub>2</sub> pollution by spurring American know-how to produce cars and light trucks that emit less global warming pollution and go farther on a gallon of gas," says Clean Car Campaign Director Ann Mesnikoff. Two states—New Mexico and Arizona—gained approval in 2007.

**New Mexico:** Sierra Club members teamed up with coalition partners in the faith community to build support for clean cars and spoke out at hearings before the Albuquerque-Bernalillo Air Quality Control Board and Environmental Improvement Board, which voted in November to adopt a Clean Cars Law that takes effect with model year 2011. "Our 7,000 Sierra Club members in New Mexico can celebrate both a healthier, less smoggy future and a significant reduction in our state's CO<sub>2</sub> contribution to global climate change," says Dan Lorimier of the Rio Grande Chapter.

**Arizona:** Working with Arizona Governor Janet Napolitano's Climate Change Advisory Group, the Sierra Club helped win unanimous recommendations for the adoption of clean car standards. (The governor approved them by executive order in May 2008.) Volunteers met with the media and wrote letters to the governor and local newspapers. At a Club-sponsored energy film festival they collected postcards and formed them into the shape of a hybrid car for delivery to the governor's staff. "About 39 percent of Arizona's greenhouse gas emissions come from vehicles," said Sandy Bahr, conservation outreach director of the Sierra Club's Grand Canyon Chapter. "This Clean Car Rule will help us reduce emissions, clean up the air, and help do our part to reduce greenhouse gas emissions."



Cities, counties, states, and other countries are taking the lead.

### 3. Promoting Local and Global Solutions

**The U.S. federal government has failed to address global warming, and continues to pursue a dangerous path.** To fill this void in leadership, The Sierra Club Foundation supports programs that deliver real progress—from U.S. cities to communities in India and China. Fortunately, there's no shortage of people who understand how critical it is to act now—starting in their own backyard, wherever that may be.

### Cool Cities Extends to Counties—and Beyond

When U.S. leaders declined to sign the Kyoto Treaty, the enterprising mayor of Seattle, Greg Nickels, launched the U.S. Mayors Climate Protection Agreement, a commitment by mayors to meet Kyoto standards, reducing carbon emissions by 7 percent below 1990 levels by the year 2012.

“Cities want to take action to curb global warming, but many mayors do not yet have the strategies and policies in place to meet their targets. That’s where we come in,” says Glen Brand, director of the Sierra Club’s Cool Cities campaign.

The campaign provides the structure and support for activists to help mayors meet their goals by incorporating energy efficiency technology and policies, implementing renewable energy sources, transitioning to green fleets, designing “green” buildings, and other measures.

**Of the 825 participating cities (representing more than 80 million people), 300 of them are working with local Sierra Club members, and 70 of those were added in 2007. All but 12 sites are run entirely by Sierra Club volunteers.**

County leaders wanted a similar program, so the Cool Counties Climate Stabilization Declaration was announced in July 2007 by the Club and a dozen partner counties. The declaration, signed so far by 30 counties, calls for a 2 percent reduction in greenhouse gas emissions each year with a goal of an 80 percent reduction by 2050.

The Cool Cities campaign also extended its reach beyond the borders by helping to set up programs with Sierra Club Canada and the Danes Society for Nature Conservation in Copenhagen, Denmark, the site of the 2009 United Nations Climate Change Conference. Brand met with members of the Denmark Parliament, the Minister of the Environment, and others who want action at the local level. Nine cities have already signed on.

Back at home, the campaign continued to work with partners like the United Steelworkers, American Lung Association, the League of Women Voters, U.S. Green Building Council, ICLEI (Local Governments for Sustainability), and local businesses and faith groups.

A sampling of smart energy solutions in 2007 resulting from Sierra Club activists working with community partners and city, county, and state governments:



**Topeka, Kansas:** Retrofitted 169 traffic signals with LED lights and installed efficient lighting in buildings and scheduling controls on the city hall HVAC system for a total annual savings of \$90,000 a year. (That's Topeka City Manager Norton Bonaparte, above left, receiving a Cool Cities plaque from Topeka Group Chair Paul Post.)

**Des Moines, Iowa:** Purchased hybrids for the city fleet, installed solar and geothermal heating systems on some city buildings and contributed \$1.5 million toward building a new corporate headquarters in the city to LEED (Leadership in Energy and Environmental Design) standards.

**Sunnyvale, California:** Reduced permitting fees for solar installations.

**Pittsburgh, Pennsylvania:** Replaced incandescent traffic signals with LED lights, saving the city \$68,000 a year; switched garbage trucks to a fuel mix including biodiesel.

**Roanoke Valley, Virginia:** Helped grow Roanoke Valley Cool Cities Coalition to 80 affiliates, gave away 2,600 CFL bulbs, reached more than 3,000 residents with educational programs, helped local governments identify resources to measure and reduce their greenhouse gases.

**Suffolk County, New York:** Started on biodiesel conversion and a restaurant grease-collection program for its heavy equipment fleet; implemented a sales-tax break on solar installations for homeowners.

**State of Maine:** Implemented the first statewide consumer recycling and safe disposal program for CFL bulbs.

## Sharing and Learning from India and China

No solution to climate change will be credible or effective without the participation of India and China, two emerging economic powers requiring enormous energy resources. The Sierra Club's International Program works with organizations and leaders in both countries on this issue that knows no borders.

"Our programs in India and China are about collaborating on ways we can tackle the challenge of climate change among three of the world's largest economies," says program director Stephen Mills. "We want to share and learn—Americans need to know more about the new India and China emerging, and we want to make them aware of new trends toward sustainable lifestyles in the United States."

"We also hope that as other countries develop and seek to improve their quality of life, they can learn from our mistakes—from the unsustainable way we've designed our cities to the way we power our economy," he says.

The International Program enjoyed a significant achievement in 2007 with the creation of the India Advisory Council, a remarkable group of non-resident Indians in the U.S. who, as Sierra Club leaders, understand both the organization and

their mother culture. Through networking and fundraising, Council members established ties with allies in India and are positioning the Sierra Club to help the country pursue a green energy pathway.

To discover and promote the good work of what Mills calls "a creative and vigorous grassroots movement," the India Advisory Council established a Green Energy and Green Livelihoods Achievement Award, which planned to accept nominations in spring 2008 for a \$100,000 prize to be announced in 2009.

**"Grassroots initiatives, rather than scientific, academic, or government activities will merit consideration," says Sunil Deshmukh, a member of the Council who lives in Miami, Florida.**

Meanwhile, Mills and the Beijing-based Global Environmental Institute (GEI) made progress on its efforts to apply the Sierra Club's model of community-based conservation in an appropriate context for China.

"We believe that the relationships we're building with environmentalists in these countries will be useful in helping to move our government leaders beyond the current impasse on international climate treaty negotiations," says Mills.



The Sierra Club's Green Energy and Green Livelihoods Achievement Award aims to build public support for grassroots efforts in India to cut carbon emissions and create a green energy economy. (That's Mumbai, India's largest city, above.) PHOTO BY STEPHEN MILLS.



**Who will do tomorrow's work?**

## 4. Building Future Leaders

The good work we're doing today sets us up for a much more promising tomorrow. But who will do tomorrow's work? Decades from now, who will passionately and strategically fight for initiatives we cannot yet even anticipate? The Sierra Club Foundation generously funds programs that inspire youth to care about the natural world by getting them outside, and then provides them with the mentorship and tools to protect it.

## A Sierra Club Pledge: No Child Left Inside

The goal of the Sierra Club's Building Bridges to the Outdoors program is to give every child in America the opportunity to have an outdoor experience. **Thanks to the generosity of Sierra Club Foundation donors, in 2007, more than 11,000 children got outdoors with Building Bridges support.**

"Young people who participate in outdoor activities develop leadership skills, gain respect for the natural world, live a healthier lifestyle, and improve academic achievement, among many other benefits," says Building Bridges Director Martin LeBlanc.

In 2007, Building Bridges to the Outdoors granted to 25 programs. By supporting existing organizations like Girl Scouts, eco clubs, Boys and Girls Clubs, military family organizations, and others, the program empowers communities—in places like New York City, Los Angeles, Chicago, Seattle, Santa Fe, and rural Alabama—to connect their kids with the outdoors.

Some of them are at L.A.'s Crenshaw High, where the drop-out rate is twice that of the state average. Dean of Students Bill Vanderberg, a Sierra Club volunteer, leads the wildly popular Eco Club, now 150 strong.

"In urban areas there's a real fear about going outside," he says. "The upper income group fears 'stranger danger,' and in my neighborhood, where there are gangs and violence, it's a very real fear of getting shot."

Thanks to Building Bridges, activities now include overnights in local regional parks and expeditions to Death Valley and Yosemite, where students sleep under the stars for the first time, splash in creeks, and toast marshmallows.

"This program is good not just for the health of the students involved," says Vanderberg, "but also, in the long run, for the health of the planet."

## ICO: Where Urban Kids Meet the Great Outdoors

John Muir wasn't around in the 1970s when the organization he founded started a program called Inner City Outings, but he



**Renee Kelly** was a sophomore on the verge of dropping out of Crenshaw High when she made a leap of faith and camped with the Eco Club in Death Valley. She found herself steeped in nature for the first time. It was a turning point for the teen, who went on to graduate from high school and attend Alabama's Tuskegee University. She spent two college summers training with the Sierra Student Coalition to be an environmental justice activist and plans to pass on her knowledge as an SSC trainer in the summer of 2008. Renee also assists with Eco Club outings. "Since I'm going out there into it, I think I should do my part to protect it," she says.



**Bill Duong** had no sense of wilderness or why anyone would go there, let alone work to protect it, as a child in inner-city Oakland. When he was 15, a teacher who was also a volunteer with the Sierra Club's Inner City Outings program invited him on a river trip, which ultimately changed the course of Duong's life. The following summer he spent a month doing service and trail work in the Sierra Nevada. "That experience solidified my love for the outdoors," he says. "It's when I really knew I wanted to work to help protect wild places." He now works as a geologist for an environmental consulting firm in Sacramento. He's also giving back to ICO as one of the program's trained leaders. "It's great knowing they're having the same type of experiences that changed my life as a kid," says Duong.

**Emily Dangremond**, a Washington University student in St. Louis, Missouri, came away from a 2007 SPROG with a strong and supportive connection to the national youth climate movement and hands-on tools that helped her campus Green Action group set goals, map out a plan and timeline, and improve the visibility of their Campus Climate Challenge campaign. The group gathered petition signatures from one-third of the student body, urging school officials to include carbon neutrality as a goal in the campus sustainability plan. "We caught the administration off-guard—they didn't know students were interested," says Dangremond. A greenhouse gas inventory is now being prepared, with a higher level of student participation.



knew well the life-changing effect of getting urban folks into the backcountry. Not only did it instill in them a deep appreciation of wilderness—it was just a heck of a lot of fun.

In 2007, nearly 11,000 urban young people ventured into the outdoors with Inner City Outings programs led by trained Sierra Club volunteers, most of them working through school programs. They led more than 800 trips and service projects in 50 cities and introduced city kids to hiking and backpacking, rafting, skiing, and other adventures.

**Thanks to Foundation donors, the ICO program received enhanced funding in 2007 that will enable it to strengthen local groups and grow in the next several years.** The funding provided for the addition of a staff organizer who will work with local ICO groups in the field to strengthen fledgling groups and develop the capacity of existing ones.

"Our standards and expectations are very high for volunteers," says ICO National Administrator Debra Asher, "and we need to support them at that high level. With this investment we'll have a stronger, healthier program with volunteers that have better training, access to better resources, and better support."

### Sierra Student Coalition Rocks the Youth Movement

Environmental youth conferences and rallies in 2007 drew thousands of young people who are increasingly convinced of their ability—and responsibility—to affect change. The Sierra Student Coalition plays a leading role in this movement, bringing to the table a combination of effective training tools, organizational support, and experience that empowers student activists.

"Stopping global warming is the challenge of our generation, and it's up to us to show that it can and must be solved," says the SSC's National Director Tamara Evans.

Hence the week-long summer training programs—called SPROGS—that teach grassroots organizing and leadership skills. Two hundred students attended the 2007 trainings, which were held in New Hampshire, Virginia, Louisiana, New Mexico, Iowa, California, Washington, and Puerto Rico.

Many trainees leveraged those lessons in the Campus Climate Challenge, a youth initiative involving students at 300 schools in the United States and Canada.

**As part of the Energy Action Coalition, SSC activists helped secure 57 victories**, convincing campus officials to commit to a carbon-neutral future, analyze greenhouse gas emissions, and set goals to reduce them by buying green energy, running buses on diesel fuel, designing and building LEED certified dorms, improving and adding bike lanes, installing thousands of CFL bulbs, and other measures.

"The campaign takes the huge, potentially overwhelming issue of global warming and breaks it down into a chunk that people can apply at the campus level," says Evans. The campaign nearly doubled to 300 the number of Sierra Student Coalition groups around the country.



**The Risks of Business as Usual**

The Nobel Prize-winning Intergovernmental Panel on Climate Change suggests that without aggressive action now, we face environmental collapse and a humanitarian crisis of staggering proportions.

Ominous? Without a doubt. Yet we have the means to reverse global warming and create a clean, renewable energy future. Now we must summon the will.

The Sierra Club Foundation and the Sierra Club recently completed an 18 month planning process for a comprehensive multi-year campaign to reverse global warming. The five strategic initiatives of our Climate Recovery Campaign will reduce climate change, help avert environmental disaster, and advance a clean, renewable energy economy.

Three of the initiatives will dramatically cut U.S. carbon emissions and jumpstart innovation in renewable energy.

**Move Beyond Coal:** This initiative will work to block construction of new conventional coal plants, stop destructive mining projects, and phase out all existing dirty coal plants by 2050.

**Shift to Clean Cars and Biofuels:** The main goal of this initiative is to help reduce U.S. annual vehicle carbon emissions to 60 percent of 2006 levels by 2026.

**Switch to Green Energy Buildings and Communities:** This initiative will focus on two main goals by 2030: achieving overall reductions of 35 percent in U.S. CO<sub>2</sub> emissions from existing buildings, and achieving zero greenhouse-gas emissions from all new buildings.

Even if we stabilize and then restore the climate by cutting carbon, we face a chaotic climate transition. We need to leverage and strengthen natural defenses to protect both ecosystem habitats and human communities during this transition.

**Preserve and Expand Natural Ecosystems for Climate Resilience:** To give species the mobility to survive, we will implement a network of “Climate Adaptation Refuge Zones” in regions where the Sierra Club has already firmly established an organizing and advocacy land and wildlife protection program.

**Restore Natural Defenses to Protect Communities:** The Sierra Club will partner with leading climate risk experts to plan the strengthening of approximately six pilot “Climate Adaptation Refuge Zones,” collaborating with our partner program, Strengthen Habitat Resilience, to fortify key areas where ecosystem resilience intersects with community protection.

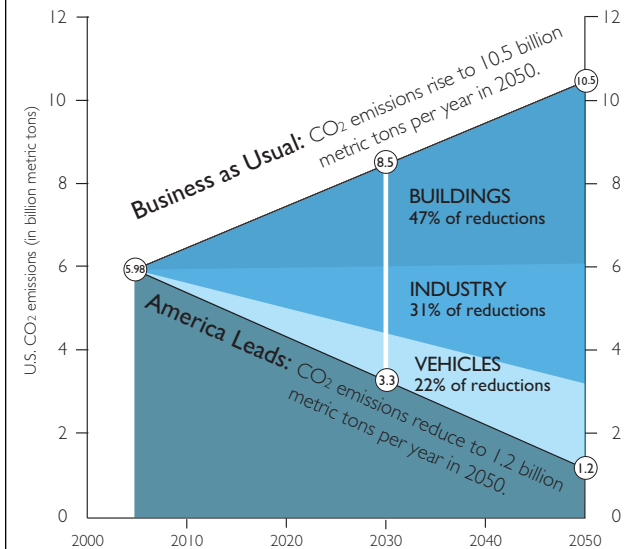
Successful funding and implementation of the Climate Recovery Campaign—expected to cost \$400 to \$500 million over seven years—will allow the Sierra Club to lead a national transformation as only that organization can do. This will give the United States tremendous leverage to persuade the rest of the world to follow suit. To help affect such large-scale change, The Sierra Club Foundation will need generous lead donors to set the bar for others. We invite you to join us in an opportunity to protect our children, our nation, and our planet.

“ If there’s no action before 2012, that’s too late. What we do in the next two to three years will determine our future. This is the defining moment. ”

—Rajendra Pachauri, Chairman  
United Nations Intergovernmental Panel on Climate Change,  
November 17, 2007

HOW WE GET THERE

- Business-As-Usual =** Dependence on fossil fuels. More carbon emissions. Higher global temperature.
- America Leads =** More efficiency and renewables. Fewer carbon emissions. Global temperature stabilizes.



Source: American Solar Energy Society projections to 2030, and Sierra Club projections from 2030-2050.

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(Not pictured: Marilyn Brown, Paul Craig, Chuck Frank, Nels Leutwiler, Steve Silberstein)



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Elephant seals howling on the Antarctica Peninsula, female at left, male at right.

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An elephant seal roars on the beach, in front of a colony of king penguins. The elephant seal poses no threat to the penguins, as only the leopard seal predate on penguins in the Antarctic. PHOTO BY ROBERT HEIL

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John Rettenmayer  
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Richard & Jane Worm  
Jerry Wray  
Roger & Betty Wrigley  
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Ralph & Susan Youngs  
Jim Yulga  
Noel Zak  
Ken Zarker  
Linda G. Ziesmer  
\*deceased

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Audrey Vincent  
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# Grants

## Sierra Club Programs

In 2007, The Sierra Club Foundation acted as fiscal sponsor for hundreds of Sierra Club projects totaling more than \$20 million dollars. Sierra Club projects focus on international, national, and regional environmental issues spanning from education, conservation, and research to public interest litigation and wildlife preservation. Listed here are projects of \$10,000 and above.

### National

#### Building Environmental Community Public Education Campaign \$705,475

- ▶ Re-engaging Americans in civic life and using the resulting broad base of grassroots power to win environmental victories

#### Building Bridges to the Outdoors \$1,187,365

- ▶ Providing public support for sustainable outdoor environmental education programs serving underserved youth

#### Clean Car Campaign \$13,673

- ▶ Ensuring that three additional states administratively adopt and fully implement clean car standards

#### Clean Energy Campaign \$115,525

- ▶ Preventing a wave of new coal-fired plants from increasing pollution and creating demand for

clean alternative energy sources

#### Clean Water Campaign \$12,000

- ▶ Safeguarding the nation's waters from all forms of pollution and restoring healthy conditions to degraded water sources

#### Colby Library \$93,650

- ▶ Serving as an information center upon which the Sierra Club and the entire conservation community can rely

#### Cool Cities Campaign \$563,895

- ▶ Implementing smart energy solutions that will result in reduction in greenhouse gas emissions in cities across the nation

#### Direct Lobbying Campaign \$348,936

- ▶ Defeating damaging environmental bills and achieving legislative victories

#### Environmental Law Program \$1,371,928

- ▶ Helping the Sierra Club and the environmental movement succeed in holding public decision-makers accountable so that they make the right choices—those that protect the

environment and public health

#### Environmental Partnerships Campaign \$1,083,627

- ▶ Educating non-traditional allies about the importance of environmental protection

#### Fuel Economy Campaign \$257,700

- ▶ Working to curb global warming by increasing the fuel economy of cars

#### Fuel Economy Media Campaign \$25,000

- ▶ Defending the implementation



### Take Me to the River

Sierra Club Water Sentinels ensure the Clean Water Act and other laws are enforced to protect our nation's waterways. They also organize clean-up events, which in 2007 drew 76,912 student participants, says program director Scott Dye. For example, 50 Cub Scouts and high school students took part in an April cleanup at the Wolf River Harbor in downtown Memphis. In two hours they collected 500 pounds of trash—and learned about the importance of clean water.

of the California greenhouse gas emissions standards from legal and administrative attacks

**Media**  
\$62,827

- ▶ Reframing the environmental movement so it invites and inspires every person who shares those values to join the crusade

**National Coal Campaign**  
\$486,128

- ▶ Preventing the construction of a new fleet of coal-fired power plants and to divert investments slated for new coal plants into clean energy alternatives

**National Environmental Justice Grassroots Organizing Program**  
\$917,753

- ▶ Providing organizing assistance, activist orientation, and grants to low-income and communities of color that are fighting polluting corporations and state and local governments threatening their health and well-being

**Responsible Trade Program**  
\$123,940

- ▶ Creating a groundswell of public opposition to unsustainable and anti-environmental administrative trade policies

**Sierra Magazine's Innovations Department**  
\$55,000

- ▶ Producing regular magazine features encouraging wise and sensible technology research for a deeper understanding of the role technology can play on the path to a sustainable planet

**Sierra Student Coalition**  
\$249,739

- ▶ Empowering youth to organize effective, tangible environmental victories and develop future leaders of

the environmental movement

**Sierra Student Coalition: Campus Climate Challenge Project**  
\$214,997

- ▶ Educating and training students to take action to stop global warming and to build a long-term grassroots organizing infrastructure on energy issues

**Water Sentinels Program**  
\$471,951

- ▶ Educating the public about local water-quality problems, encouraging people to become active in protecting a local waterway, and giving them the tools and training they need to be successful in their efforts

### International

**Global Population and the Environment Program**  
\$234,580

- ▶ Protecting the global environment and preserving natural resources for future generations by slowing population growth

**Human Rights and the Environment Campaign**  
\$14,800

- ▶ Defending the human rights of environmental advocates abroad by promoting corporate and government accountability

**International Program**  
\$30,000

- ▶ Promoting international conservation efforts

**Sierra Club's Role in the 'Our World Is Not For Sale' (OWINFS) Network**  
\$21,000

- ▶ Countering the harmful expansion of corporate globalization

### Regional

[APPALACHIAN]

**Building Environmental Community Public Education Campaign in Washington, D.C.**  
\$26,438

- ▶ Restoring prosperous economies, healthful environments, and equitable social conditions to D.C. communities while building long-term local support for environmental progress

**Sustainable Washington, D.C. Project**  
\$19,758

- ▶ Creating cohesive communities with prosperous economies, healthful environments, and equitable social conditions

**Southern Appalachians National Forest Protection and Restoration Campaign**  
\$114,086

- ▶ Ending industrial logging and restoring wildlife habitat and water quality

**Virginia Smart Energy Solutions Campaign**  
\$76,622

- ▶ Convincing the state to adopt a comprehensive and sound energy plan for Virginia that establishes the Commonwealth as a national leader on energy

[CALIFORNIA/NEVADA/HAWAII]

**Building Environmental Community Public Education Campaign in Nevada**  
\$95,047

- ▶ Creating a grassroots power base to solve Nevada's public health and environmental problems

**California Car Law Defense Program**  
\$100,000

- ▶ Defending California's new standards to curb global warming pollution from motor vehicles and related activities

**California Vision 2020: Great Coastal Places Campaign**  
\$95,811

- ▶ Building an enduring base of public support for coastal protection while defending coastal places threatened by development and mismanagement

**California Vision 2020: Wilderness and Wild Rivers Campaign**  
\$143,734

- ▶ Identifying and protecting our last remaining wildlands and rivers

**Campaign to Break California's Oil Addiction**  
\$68,719

- ▶ Helping the state lead the way to a new energy future based on smart, diverse, clean, and secure energy options

**Friends of the Foothills Project**  
\$198,712

- ▶ Protecting 23,000 acres of coastal sage and chaparral habitat in South Orange County from urban sprawl and toll road extension

**Nevada Clean Energy Campaign**  
\$30,000

- ▶ Helping Nevada meet its renewable energy standards by preventing the creation of new coal-fired power plants and promoting the adoption of clean, safe energy alternatives

**Preserving Ancient Forests and Endangered Wildlife Habitat in the Sierra Nevada**  
\$18,578

- ▶ Pursuing litigation to oppose rollback of the Sierra Nevada Framework and to challenge the Sequoia National Monument Plan



**San Diego Smart Energy Solutions**  
\$125,003

▶ Working with coalition partners throughout California to protect state and federal public lands in San Diego and Imperial counties from harmful energy transmission corridors and to champion smart energy solutions

**San Gabriel Mountains Campaign**  
\$56,876

▶ Educating the public and administrative decision-makers about the need for permanent protection of priority wild lands and wild rivers on the Angeles and western San Bernardino National Forest

**Sierra Nevada Ecoregion Project**  
\$36,136

▶ Protecting, restoring, and preserving the rivers, forests, alpine and other ecosystems of the Sierra Nevada

[MIDWEST]

**Building Environmental Community Public Education Campaign in Minnesota**  
\$24,324

▶ Creating a broad base of support for environmental renewal in Minnesota

**Building Environmental Community Public Education Campaign in Wisconsin**  
\$33,118

▶ Building sustainable support for environmental and public health protections by involving citizens

**Brenner Midwest Project**  
\$19,509

▶ Supporting student intern program staff providing leadership and guidance

**Clean Energy for Kansas & Missouri**  
\$11,021

▶ Securing large-scale energy efficient gains within Kansas City Power and Light service territory

**CRP Protection and Sustainable Biofuels Campaign**  
\$496,404

▶ Preserving Conservation Reserve Program (CRP) lands by promoting a sustainable biofuel alternative to corn-based ethanol

**Environmental Justice Grassroots Organizing Program in Minnesota**  
\$94,600

▶ Promoting healthy communities, awareness of environmental hazards and self-advocacy within low-income communities

**Great Lakes Water Resources Compact Project**  
\$13,127

▶ Supporting adoption and full implementation of the compact and water quantity initiatives in Wisconsin

**Great Lakes, Great Waters Campaign**  
\$122,440

▶ Protecting the water resources of the Great Lakes by influencing two strategic administrative policies

**Midwest Clean Energy Campaign in Illinois**  
\$273,092

▶ Working to secure a net reduction of global warming, soot, smog and toxic mercury pollution in communities across the Midwest

**Midwest Clean Energy Campaign in Illinois**  
\$85,444

▶ Working to secure a net reduction of global warming, soot, smog and toxic mercury pollution in Illinois by the end of 2008

**Midwest Clean Energy Campaign in Wisconsin**

\$95,228

▶ Working to secure a net reduction of global warming, soot, smog and toxic mercury pollution in Wisconsin by the end of 2008

[NORTHEAST]

**Building Environmental Community Public Education Campaign in Pennsylvania**  
\$112,790

▶ Building sustainable support for environmental and public health protections in Pennsylvania

**Cool Cities Campaign Northeast Component**  
\$20,099

▶ Implementing smart energy solutions resulting in significant, quantifiable reductions in greenhouse gas emissions from cities and communities in the region

**Maine Woods Campaign**  
\$171,300

▶ Creating public demand for the permanent protection of intact forestlands in the northern Maine woods

[NORTHERN PLAINS]

**Abigail Mackey Yellowstone**  
\$68,443

▶ Helping to restore and protect the Yellowstone ecoregion

**Northern Rockies Wildlife and Wildlands Campaign (Grizzly Bear)**  
\$118,697

▶ Protecting wildlife and wildlands within the Greater Yellowstone Area and Northwestern Montana

**Wyoming Coal-Power Watch Campaign**  
\$32,757

▶ Working to persuade state agencies and the public that the addition of new coal-fired power plants is an environmentally

unsound way to address the state's energy needs

**Wyoming Wildlife and Wildlands Campaign**  
\$27,471

▶ Preserving Wyoming's wildlife habitat and roadless areas

**Yellowstone and Northern Plains Protection Campaign**  
\$37,604

▶ Protecting the greater Yellowstone area and the Northern Plains region from pollution, exploitation, and careless development

[NORTHWEST/ALASKA]

**Arctic Wilderness Campaign**  
\$235,339

▶ Securing permanent protection for the coastal plain of the Arctic National Wildlife Refuge

**Building Environmental Community Public Education Campaign in Oregon**  
\$48,332

▶ Engaging and mobilizing environmental supporters to win important environmental victories and challenge decision-makers on their actions on the environment

**Building Environmental Community Public Education Campaign in Washington**  
\$136,234

▶ Engaging and mobilizing environmental supporters to win important environmental victories and challenge decision-makers on their actions on the environment

**Northwest Wildlands, Watersheds, and Salmon Habitat Protection Campaign**  
\$28,900

▶ Protecting roadless areas that provide critical habitat for salmonids and other key wildlife species

[SOUTHEAST]

**Campaign to Protect Public Health and the Environment in the Deep South**  
\$26,163

▶ Protecting the natural resources and environmental heritage of the region

**Everglades Restoration Campaign: Florida Panther and Water Resources**  
\$50,330

▶ Securing the survival of endangered and threatened species by creating a Florida Panther corridor west of Lake Okeechobee

**Everglades Restoration Campaign: Tamiami Trail Component**  
\$204,781

▶ Working to get the Tamiami trail elevated into the Everglades Skyway

**Florida Coastal Protection Campaign: Phosphate Mining Component**  
\$13,517

▶ Safeguarding Florida's coastal waters, estuaries, and drinking water sources adjacent to the Gulf of Mexico and the Atlantic Ocean

**Gulf Coast Environmental Restoration Project**  
\$38,957

▶ Engaging communities hardest hit by Hurricane Katrina and supporting environmental and public health protections

**Gulf of Mexico Sustainable Fisheries Campaign**  
\$117,975

▶ Ensuring sustainable fisheries in the Gulf of Mexico through better management practices

**Red Tide Campaign**  
\$258,407

▶ Reducing red tide in the

Sarasota area and along the adjacent Gulf Coast of Florida

**Stop the Coal Rush Campaign in Florida**  
\$48,721

▶ Preventing the creation of new coal-fired power plants and promoting adoption of clean, safe energy alternatives

[SOUTHERN PLAINS]

**ASARCO Cleanup Campaign**  
\$18,000

▶ Resolving the pollution issues caused by the ASARCO smelter so the surrounding communities are not exposed to harmful air emissions

[SOUTHWEST]

**Arizona Monuments Defense Campaign**  
\$80,849

▶ Securing long-term protection for the state's newest monuments

**Grand Canyon Action Project**  
\$10,000

▶ Protecting the natural values in the greater Grand Canyon region of Northern Arizona

## Building Bridges to the Outdoors Project

The Building Bridges to the Outdoors Project is a joint venture of The Sierra Club Foundation and the Sierra Club, the goal of which is to provide outdoor environmental education opportunities for underserved youth. To achieve this goal we engage in targeted grant making to local, state, and national organizations resulting in opportunities for young people to explore, enjoy, and protect their natural surroundings. Listed here are grants of \$10,000 or more to youth organizations.

### NMFA Operation Purple Camps \$2,250,000

► Providing free summer camp experiences for youth experiencing some stage of parental deployment and its attendant stress

### Rocky Mountain Youth Corps \$50,000

► Recognizing and engaging the strengths and potential of youth through team service in the school, communities, and landscapes of northern New Mexico

### National Indian Youth Leadership Project \$50,000

► Developing positive experiences for Native American youth through challenging activities and meaningful experiences in the community and natural world

### IslandWood School \$50,000

► Providing exceptional learning experiences and inspiring lifelong environmental and community stewardship

### Crenshaw Eco-Club \$50,000

► A student organization dedicated to expanding students' knowledge

of, respect for, and involvement with, the natural environment through outings and community service

### Girl Scouts Save the Bay \$45,000

► Environmental initiative educating all Girl Scouts about the San Francisco Bay and its watershed

### Lower Columbia River Estuary Partnership: Outdoor Environmental Education \$32,416

► An outdoor environmental education program building students' environmental knowledge and curiosity, fostering life-long stewardship, and empowering students to make a difference in their communities

### Aquatic Adventures: Wetland Avengers/Campeones de los Canones \$30,000

► Educating urban youth about science, the ocean and nature through tuition-free programs, creating the next generation of scientific and environmental leaders

### Outdoor Industry Foundation Teens Outside! \$29,300

► Inspiring and growing future generations of outdoor enthusiasts

### Sandia Mountain Natural History Center: Traveling Ecology Field Program \$25,938

► Working with New Mexico communities to develop an environmentally literate citizenry by providing quality outdoor education programs

### Santa Fe Mountain Center \$25,000

► Promoting personal discovery and social change among youth, families and groups through the use of creative learning experiences in wilderness, community and cultural environments

### Kids for the Bay \$20,000

► Collaborating with teachers to inspire environmental consciousness in children and cultivate a love of learning

### Young Audiences/Arts for Learning Outdoor Adventure \$20,000

► Inspiring, empowering, and uniting children and communities through education, arts and culture with an outdoor component that allows youth to enjoy and learn about nature

### John Muir Elementary \$20,000

An outdoor education program promoting stewardship and cultivating students' understanding and

love of their local environment

### St. John's Educational Thresholds Center's Outdoor Challenge \$18,750

► An after-school program providing inner-city youth from the Mission District in San Francisco with unique opportunities to explore the outdoors and gain leadership and outdoor living skills

### Outdoor Outreach \$17,500

► Helping at-risk and underprivileged youth gain confidence and self-esteem through participation in outdoor activities

### Rivers & Birds Watershed Learning Project \$16,000

► Providing conservation education to preserve the spirit of our indigenous traditions and the natural heritage of our magnificent Earth

### O'Neill Sea Odyssey \$15,000

► Providing hands-on educational experience to encourage the protection and preservation of our living seas and communities

### Annie's BIG Nature Lesson \$14,976

Immersing children in the beauty and wonder of the natural world and building a school-community partnership that inspires responsible environmental stewardship

## Sierra Club Chapters and Groups

The Sierra Club Foundation supports the charitable work of the Sierra Club's many chapters and groups through the Chapter and Group Educational Project. Chapters and groups work on a variety of local issues throughout the United States to educate the general public about issues relating to the protection of the natural and human environment, to enforce local and federal laws in the public interest, and for training in the skills of public advocacy on behalf of environmental protection. Listed are all chapters that had general charitable programs in 2007 and chapter restricted programs at the \$10,000 level and above.

Alaska Chapter  
Angeles Chapter (California)  
Arkansas Chapter  
Atlantic Chapter (New York)  
Cascade Chapter (Washington)  
Connecticut Chapter  
Cumberland Chapter (Kentucky)  
Dacotah Chapter (North Dakota)  
Delaware Chapter  
Delta Chapter (Louisiana)  
Florida Chapter  
Georgia Chapter  
Grand Canyon Chapter (Arizona)  
Hawaii Chapter  
Hoosier Chapter (Indiana)  
Illinois Chapter  
Iowa Chapter  
John Muir Chapter (Wisconsin)  
Kansas Chapter  
Kern-Kaweah Chapter (California)  
Loma Prieta Chapter (California)  
Lone Star Chapter (Texas)  
Los Padres Chapter (California)  
Maine Chapter  
Maryland Chapter  
Massachusetts Chapter  
Michigan Chapter  
Mississippi Chapter  
Missouri Chapter  
Montana Chapter  
Mother Lode Chapter (California)  
Nebraska Chapter

New Hampshire Chapter  
New Jersey Chapter  
North Carolina Chapter  
North Star Chapter (Minnesota)  
Northern Rockies Chapter (Idaho)  
Ohio Chapter  
Oklahoma Chapter  
Oregon Chapter  
Pennsylvania Chapter  
Puerto Rico Chapter  
Redwood Chapter (California)  
Rhode Island Chapter  
Rio Grande Chapter (New Mexico)  
Rocky Mountain Chapter (Colorado)  
San Diego Chapter (California)  
San Francisco Bay Chapter (California)  
San Geronio Chapter (California)  
Santa Lucia Chapter (California)  
Sierra Club California  
South Carolina Chapter  
South Dakota Chapter  
Tehipite Chapter (California)  
Tennessee Chapter  
Toiyabe Chapter (California)  
Utah Chapter  
Ventana Chapter (California)  
Virginia Chapter  
Washington, D.C., Chapter  
West Virginia Chapter  
Wyoming Chapter

## Chapter Restricted Projects

### Arizona Conservation \$23,721

► Supporting public awareness and education on environmental issues in or benefiting Arizona

### Campaign to Restore the Greater Grand Canyon Ecoregion \$42,931

► Working to ensure more protective management of the public lands in the greater Grand Canyon ecoregion

### Cascade Checkerboard Project (Washington) \$15,577

► Protecting and restoring the forest ecosystem in lands affected by the checkerboard railroad land grants in Washington

### Central and Eastern Oregon Public Lands Protection Campaign \$13,154

► Halting short-term threats to forests, wildlands and wildlife habitat east of the Cascade Crest in Oregon while building a constituency for long-term protection

### CHACE Project (San Francisco Bay Chapter, California) \$10,518

► Working to prevent an industrial-scale composting facility from being built in an environmentally sensitive area

### Environmental Protection Litigation (Mother Lode Chapter, California) \$19,805

► Enforcing environmental protection through litigation in the Mother Lode Chapter region

### Forests and Parks Partnership (Massachusetts) \$13,204

► Improving the environmental stewardship of Massachusetts' state forests and parks

### Georgia Air Quality Litigation \$14,559

► Supporting litigation to keep air polluters in compliance with federal and state environmental protection laws related to the Clean Air Act

### Illinois Clean Water Campaign \$78,631

► Protecting water quality and wildlife and promoting smart growth

### Mattaponi River (Virginia) \$10,429

► Protecting the Mattaponi River from a proposed reservoir

### Michigan Forest Biodiversity Project \$32,095

► Restoring Michigan's once great forests by advocating for administrative policies to bring back the rich native diversity and grandeur of these ecosystems

### Michigan Sulfide Mining Project \$58,732

► Protecting Michigan's water and people from the negative impacts of sulfide mining operations

### New Jersey Common Ground Partners Program \$11,799

► Ensuring redevelopment occurs in a way that will enhance and protect public health

### North Star Chapter's Land Use and Transportation Organizing Project \$71,309

► Protecting open space, improving transportation options, building healthy communities, and more effectively managing regional growth in the Twin Cities region

### Ohio Chapter Sewer Campaign \$17,960

► Raising public awareness regarding the city of Columbus' illegal dumping of raw sewage into local rivers, creeks and basements

### Protect Washoe County (Toiyabe Chapter, California) \$13,259

► Providing education and leadership to protect the natural resources and open space now exposed to development in Washoe County

### Rhode Island Transportation Reform Project \$16,575

► Protecting the environment for future generations by reducing automobile pollution

### San Diego Canyons Campaign (San Diego Chapter, California) \$114,039

► Fostering awareness, appreciation and community involvement in protection and restoration of the unique canyon and creek habitats

### San Diego Canyons Campaign Diamond Neighborhood Component (San Diego Chapter, California) \$20,572

► Protecting the segment of Chollas Creek that flows through the Diamond neighborhoods

### Save Our Danville Creeks (San Francisco Bay Chapter, California) \$21,522

► Working to protect Contra Costa County's urban limit line in the area of Tassajara Valley

### Texas Clean Air \$18,269

► Protecting the environment and public health by promoting the attainment and maintenance of clean air in Texas

### Tyler Nakashima Educational Endowment Granting (Mother Lode Chapter, California) \$14,108

► Supporting the educational activities of the Mother Lode Chapter

### Utah Chapter Smart Energy Campaign \$61,858

► Opposing new conventional coal-fired power plants and promoting efficiency and renewable energy

### Virginia Endangered Landscape Campaign \$83,404

► Preserving natural resources and protecting them from sprawl and air pollution

## Inner City Outings

Sierra Club Inner City Outings (ICO) is a community outreach program that provides opportunities for urban youth and adults to explore, enjoy and protect the natural world. This project links participants from different cultures and provides participants with outdoor skills training and experiences. The total for the National ICO program and individual ICO programs in 2007 was \$557,520. Below is a partial list of volunteer-led groups working to make the wilderness experience accessible, safe, and fun for youth who would not otherwise have this opportunity.

Angeles (California)  
Asheville (North Carolina)  
Baltimore (Maryland)  
Boston (Maryland)  
Cincinnati (Ohio)  
Cleveland (Ohio)  
Dallas (Texas)  
Harrisburg (Pennsylvania)  
Hartford (Connecticut)  
Houston (Texas)  
Madison (Wisconsin)  
Miami (Florida)  
Minnesota  
New Haven (Connecticut)  
New Jersey  
New York  
Orange County (California)

Philadelphia (Pennsylvania)  
Phoenix (Arizona)  
Portland (Oregon)  
Rocky Mountain (Colorado)  
San Diego (California)  
San Francisco Bay Rafting (California)  
San Francisco Hiking and Backpacking (California)  
Sarasota (Florida)  
Seattle (Washington)  
Spokane (Washington)  
Tampa Bay (Florida)  
Washington, D.C.  
Washtenaw (Michigan)  
Winston-Salem (North Carolina)



# Financial Statements

## The Sierra Club Foundation Balance Sheets

December 31, 2007 and 2006

	2007	2006
<b>ASSETS</b>		
Cash and cash equivalents	\$4,818,515	\$5,138,750
Money market funds	9,520,497	11,997,078
Investments	65,136,962	55,213,958
Accounts receivable	475,590	548,688
Contributions receivable, net	11,613,191	3,148,608
Prepaid expenses	33,911	15,993
Property and equipment, net	162,862	178,985
Assets held under split interest agreements	15,882,473	15,279,635
Other assets	284,023	324,273
<b>TOTAL ASSETS</b>	<b>\$107,928,024</b>	<b>\$91,845,968</b>
<b>LIABILITIES</b>		
Accounts payable	\$287,726	\$719,740
Grants payable	1,529,429	1,123,276
Liabilities under split interest agreements	10,960,326	10,957,317
<b>TOTAL LIABILITIES</b>	<b>12,777,481</b>	<b>12,800,333</b>
<b>NET ASSETS</b>		
Unrestricted:		
Undesignated	22,696,421	20,596,260
Board-designated	18,607,696	21,464,053
<b>Total unrestricted</b>	<b>41,304,117</b>	<b>42,060,313</b>
Temporarily restricted	41,407,844	28,735,765
Permanently restricted	12,438,582	8,249,557
<b>TOTAL NET ASSETS</b>	<b>95,150,543</b>	<b>79,045,635</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$107,928,024</b>	<b>\$91,845,968</b>

[ That turquoise swirl above shows the underwater side of an iceberg, as seen from above. PHOTO BY ROBERT HEIL ]

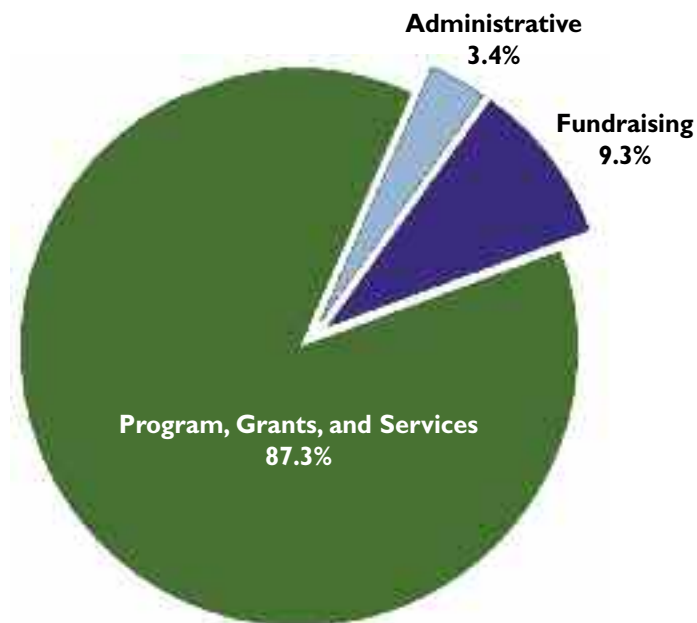
## The Sierra Club Foundation Statement of Activities

December 31, 2007 and 2006

	2007	2006
<b>REVENUES, GAINS &amp; OTHER SUPPORT</b>		
Contributions	\$26,826,392	\$18,758,285
Contributions related to split-interest agreements	519,304	488,668
Bequests	15,071,941	3,694,053
<b>TOTAL SUPPORT</b>	<b>42,417,637</b>	<b>22,941,006</b>
Net gains from investment	1,347,975	3,593,578
Interest and dividends	2,222,608	2,223,398
Net change in value of split-interest agreements	(183,204)	487,024
Other income	167,833	141,168
<b>TOTAL REVENUES, GAINS &amp; OTHER SUPPORT</b>	<b>45,972,849</b>	<b>29,386,174</b>
<b>EXPENSES</b>		
Program services	26,081,905	20,903,059
Support services:		
Administrative	1,014,675	837,078
Fundraising	2,771,361	2,800,647
<b>TOTAL EXPENSES</b>	<b>29,867,941</b>	<b>24,540,784</b>
Change in net assets	16,104,908	4,845,390
Net assets, beginning of year	79,045,635	74,200,245
Net assets, end of year	\$95,150,543	\$79,045,635

## The Sierra Club Foundation Summary of Expenses

2007



This summary of financial information has been extracted from The Sierra Club Foundation's audited financial statements, on which an independent public accounting firm expressed an unqualified opinion. To obtain copies of the complete audited financial statements, please contact The Sierra Club Foundation.

## The Sierra Club Foundation Statement of Cash Flows

Years ended December 31, 2007 and 2006

	2007	2006
Cash flows from operating activities:		
Change in net assets	\$16,104,908	\$4,845,390
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Depreciation and amortization	24,957	29,030
Noncash gifts	(102,798)	(69,945)
Contributions of investment securities	(3,196,862)	(653,965)
Contributions restricted for long-term investments	(2,195,302)	(389,087)
Net gains on investments	(1,347,975)	(3,593,578)
Changes in operating assets and liabilities:		
Accounts receivable	73,098	(205,372)
Contributions receivable, net	(8,464,583)	169,680
Prepaid expenses	(17,918)	2,546
Other assets	40,250	—
Accounts payable	(432,014)	(304,812)
Grants payable	406,153	(595,247)
Liabilities under split interest agreements	45,339	677,302
<b>NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</b>	<b>937,253</b>	<b>(88,058)</b>
Cash flows from investing activities:		
Proceeds from sale of investments	42,692,946	69,477,322
Purchase of investments	(48,071,113)	(58,139,277)
Sale (purchase) of money market securities, net	2,476,581	(10,506,690)
Purchase of property and equipment	(8,834)	—
Change in assets held under split interest agreements	(542,370)	(501,743)
<b>NET CASH (USED IN) PROVIDED BY INVESTING ACTIVITIES</b>	<b>(3,452,790)</b>	<b>329,612</b>
Cash flows provided by financing activities:		
Contributions restricted for long-term investments	2,195,302	389,087
<b>NET (DECREASE) INCREASE IN CASH &amp; CASH EQUIVALENTS</b>	<b>(320,235)</b>	<b>630,641</b>
Cash and cash equivalents, beginning of year	5,138,750	4,508,109
Cash and cash equivalents, end of year	\$4,818,515	\$5,138,750



## Staff

**The Sierra Club Foundation staff** (from left to right):

Tim Egan (Director of Accounting), Carrie Hudiburgh (Grants Manager), Andrea Manion (Grants Director), Naomi Reed (Bookkeeper), Nancy Thomas (Chief Financial Officer), Liz Roddy (Administrative Assistant), Peter Martin (Executive Director), Kerry Easton (Director of Administration)

**2007 Annual Report:**

John Byrne Barry (Designer), Jenny Coyle (Writer/Editor), Peter Martin (Editor), Carrie Hudiburgh (Editor)



Parent and chick king penguin in South Georgia. PHOTO BY ROBERT HEIL



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