

2018 | IMPACT REPORT

# CLIMATE SOLUTIONS

New Commitments to Mitigate & Advocate

ecoAmerica Impact

Programs & Partners

Research, Resources & Collaboration

Leadership & Funders



## ecoAmerica's Mission

Build a critical mass of public support and political will for climate action in the United States by developing a network of trusted leaders and institutions who will commit to and advocate for climate solutions with their stakeholders and policymakers.

*"If we are going to tackle this problem, we need to have broad-based support. Our politicians need to know that the people are demanding that we take action. And that's why it's so important what ecoAmerica is doing to raise awareness and to galvanize public support for action."*

— Dr. Michael Mann, Director, Earth System Science Center, Penn State

*"Partners are using websites, webinars, and other tools to connect with their constituencies, empowered by ecoAmerica's capacity building, sophisticated research, and messaging support."*

— California Environmental Associates

ecoAmerica  
building climate leadership

Greetings,

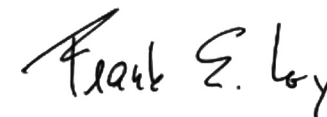
**Amidst the political setbacks and dystopian fear about the future, there really are many things to be hopeful about in our collective work to address climate change.** We're changing legacy energy systems that power the entire world in just a few decades. Costs for renewable energy continue to plummet, and energy storage is close behind.

So many of us are working on solutions from so many angles — technology, policy, financing, economics, politics and more. And yet, outside of the climate movement, **most Americans aren't thinking or talking about — or acting on — climate change.** Other issues still seem more immediate and relevant.

**We can build the movement rapidly if we empower America's trusted leaders and institutions to act and advocate on climate.** They understand the risks of climate change and their moral responsibility to lead. They just need some help.

ecoAmerica's partner-centric, values-oriented approach is now a proven model for building the public support and political will we need for climate solutions. Through our **health, faith, and local community partners, we open the doors for activists, engage conservatives, reach out to red states, connect through truly trusted messengers, and affordably reach millions of otherwise practically unreachable Americans.** We're on the right path. We need your support to scale up more quickly to get America moving toward a positive-energy future.

Sincerely,



Frank Loy  
Chairman



Bob Perkowitz  
President



## Powerful Advocacy: Federal and Local



The United Methodist Building in Washington, DC is the only non-governmental building on Capitol Hill. The structure is adjacent to both the U.S. Capitol and the Supreme Court. It's also a home to the Episcopal Church, the Presbyterian Church, the United Church of Christ, and the Evangelical Lutheran Church of America — all partners in ecoAmerica's Blessed Tomorrow program. It testifies to the importance of public policy to faith communities, and to the influence our faith communities have on U.S. politics.

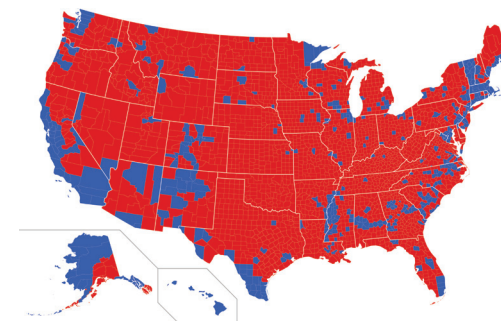
Their public policy influence may well be matched by that of the major health and medical associations participating in ecoAmerica's Climate for Health program, and the many thousands of cities and towns represented in our Path to Positive Communities program. With their participation, we open doors not only to the federal government, but also to states and thousands of otherwise unreachable local communities.

All our partners have agreements with ecoAmerica which include action and advocacy.

From 2018 to 2020 we will support them as they reduce their emissions, restore nature, and advocate for climate solutions at the organizational, community, state, and federal levels. By inspiring and supporting action and advocacy, and offering practical resources, we help achieve meaningful emission reductions and social change across and beyond our network.

***“ecoAmerica’s influence and advocacy model that centers around faith leaders, health professionals, and local communities appears increasingly valid as I see it unfolding from one year to the next.”***

—Wendell Brase, Vice Chancellor for Administrative and Business Services, University of California, Irvine



» This map shows the 2016 presidential election results. Red counties across America have churches, health professionals, and local community leaders.

» Above: Salt Lake City Mayor Jackie Biskupski and other Utah leaders commit to climate action.

ecoAmerica Programs & Partners



More than 1.6 million doctors, nurses and health professionals

- |   |   |
|---|---|
| Alliance of Nurses for Healthy Environments | Children's Environmental Health Network   |
| American Academy of Pediatrics              | National Association of Hispanic Nurses   |
| American College of Physicians              | National Environmental Health Association |
| American College of Sports Medicine         | National Hispanic Medical Association     |
| American Medical Student Association        | National Student Nurses Association       |
| American Psychological Association          | Physicians for Social Responsibility      |
| American Public Health Association          | SEIU Health Alliance                      |
| APHA – Public Health Nursing Section        | Trust for America's Health                |
| Association of Public Health Nurses         |   |



Nearly 17 million Americans in more than 87,000 congregations

- |   |   |
|---|---|
| African Methodist Episcopal Church      | Islamic Society of North America              |
| African Methodist Episcopal Zion Church | Jewish Council for Public Affairs             |
| American Baptist Churches USA           | National Latino Evangelical Coalition         |
| Assembly of Orthodox Bishops            | National Religious Coalition on Creation Care |
| Auburn Seminary                         | Presbyterian Church (USA)                     |
| Christian Church (Disciples of Christ)  | Sojourners                                    |
| Creation Justice Ministries             | United Church of Christ                       |
| The Episcopal Church                    | United Methodist Church                       |
| Evangelical Lutheran Church of America  | U.S. Baha'i Office of Public Affairs          |
|   | Metropolitan Community Church                 |



More than 20,000 communities across the United States

- |  |   |
|--|---|
| Great Lakes and St. Lawrence Cities Initiative | Metropolitan Mayors Caucus                    |
| Local Government Commission                    | Mississippi River Cities and Towns Initiative |
| Los Angeles (Climate Resolve)                  | Salt Lake City (Utah Clean Energy)            |
| National League of Cities                      | Urban Sustainability Directors Network        |



Building Political Will for Climate Solutions

Over the past three years, ecoAmerica has been engaging the country's trusted national leaders and institutions in sectors that mean the most to voting Americans — health, faith, and local communities. **We now have agreements with dozens of these organizations that collectively reach over 100,000,000 Americans in every community in the nation.**

We help our partners:

- 1. elevate climate change to a top priority issue,
- 2. turn their members into climate-literate advocates,
- 3. engage all their stakeholders, and
- 4. get them to act and advocate for climate solutions.

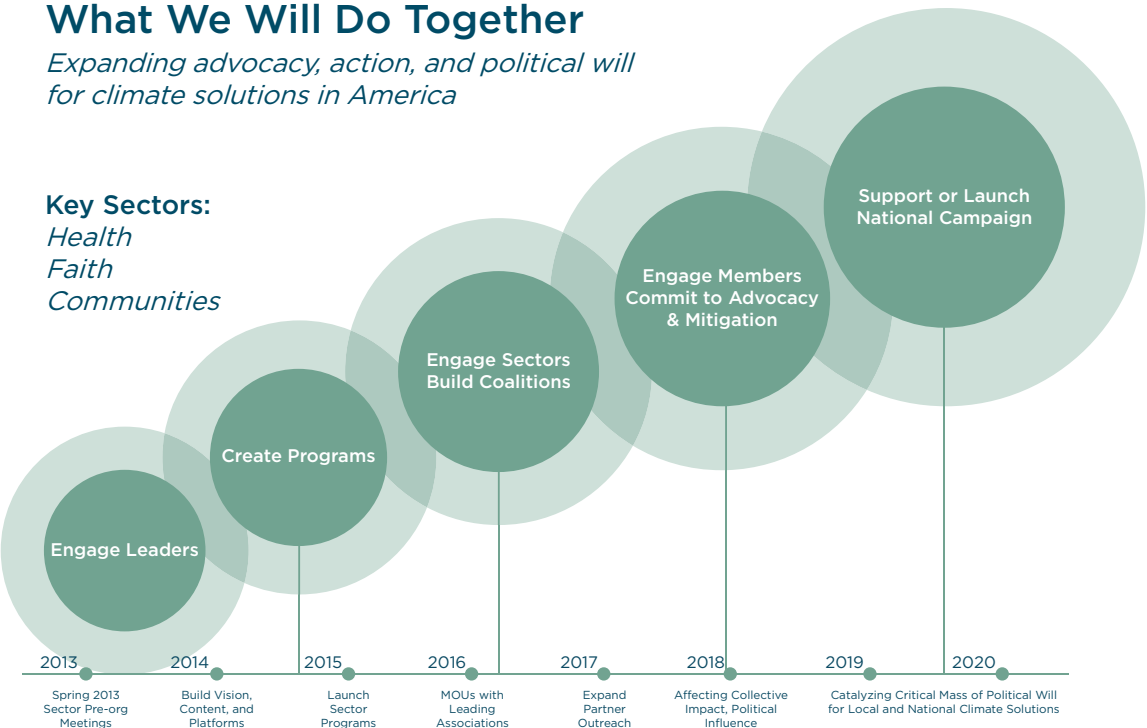
We help them with public statements and commitments to climate leadership and action. Then we build resources — guides, presentations, webinars, toolkits — and an engagement plan with websites, media, conferences, in-person ambassador training, and outreach efforts. And we work with our partners to build their internal capacity to make climate change an action and advocacy priority for their members.

Over the next three years, ecoAmerica will move toward public commitments from our partners to mitigate pollution in their own institutions, and to advocate for climate solutions in their organizations, communities, and with state and local policy makers. Our guidance, training, and tools will help them lead.

What We Will Do Together

Expanding advocacy, action, and political will for climate solutions in America

Key Sectors:  
Health  
Faith  
Communities





## Acting on Climate Solutions



How can we broaden the base of support for climate action in the United States?

Americans act on climate change for their reasons, not necessarily ours. And we need to go to them, not expect them to come to us. They need to hear messages from their own trusted leaders, understand how it affects things they hold dear — their health, their children, their jobs and homes, their food and water security, God’s creation — and know what they can do about it.

ecoAmerica’s work with health, faith, and community leaders makes those connections. We engage America’s leading institutions to increase climate change relevance on a broad scale, and rapidly. We then empower action on mitigation and advocacy with guides, webinars, videos, ambassadors and gatherings that provide an actionable path forward.

ecoAmerica has been building a network of leaders and a base of institutional support for climate action.

***“The evidence has only grown stronger that climate change is responsible for an increasing number of health problems. Climate for Health provides a critical platform to elevate attention to the threats and engage public health leaders to promote health and safety.”***

—Dr. Georges Benjamin, Executive Director, American Public Health Association

They want to act on climate solutions, and engage their many millions of stakeholders to do the same. We’re helping them lead by example — mitigate — and then advocate for solutions in their sector, communities, and with policymakers at all levels of government. In 2017, for example, after working closely with ecoAmerica, The Christian Church - Disciples of Christ pledged publicly to go climate neutral by 2030 and take carbon out of the atmosphere by 2035.



**BE IT FURTHER RESOLVED** that General Assembly 2017 calls individuals, congregations, and ministries to work to reduce our carbon output with our goal to become carbon neutral by the year 2030 and climate positive by 2035.

**FINALLY, BE IT RESOLVED** that General Assembly 2017 calls upon Disciples to stand together in Christ’s name studying, planning, and acting to accomplish these goals, with faith that we will overcome.



» Christian Church - Disciples of Christ General Assembly Resolution of July 2017, created in collaboration with ecoAmerica.

» Above: Dr. Georges Benjamin, Executive Director, American Public Health Association, speaks at Climate for Health national forum.





## Health: A Powerful Connection to All Americans

The evidence is growing ever harder to ignore — climate change is having broad, detrimental impacts on health. Warmer temperatures and extreme weather events are creating and complicating a whole host of health challenges, including death or displacement due to floods, mudslides and wild fires, heat stroke, vector-borne diseases, longer asthma and allergy seasons, food and water insecurity, and the trauma and other mental illnesses brought on by all of the above.

This is why twenty health and medical associations — representing more than 1.6 million health officials, nurses, pediatricians, and doctors who serve virtually all Americans — are working with us to align climate solutions with their core mission: to protect the well-being of their patients and prevent disease wherever they can.

### Our successes include:



ecoAmerica is partnering with the **Alliance of Nurses for Healthy Environments**, a consortium of 12 national nursing associations reaching 1 million members, to produce commitments, mitigation and advocacy guides, conferences and policies to empower nurses to act on climate solutions.



Working with ecoAmerica, the **American Public Health Association** declared 2017 to be the Year of Climate Change and Health. We co-produced videos, presented at APHA conferences, and hosted webinars and workshops on climate and health solutions and advocacy reaching more than 15,000 public health officials.



*“Our first concern must be the children. We are very appreciative of the work that we do with you and of your support. I think we can and we must make a difference, with respect to climate change.”* Dr. Fan Tait, **American Academy of Pediatrics**.

*“As Latino and minority populations continue to grow, along with our influence, we need to use our collective voice to promote health measures and climate solutions being discussed at this [ecoAmerica] summit. Nurses, in particular, need to add our voices to calls for climate justice. Collaborating with the Alliance of Nurses for Healthy Environments and ecoAmerica is a big step forward for us.”*

—Anabell Castro Thompson, MSN, APRN, ANP-C, FAAN, President and CEO,  
National Association of Hispanic Nurses





## Faith: Addressing Climate as a Moral and Justice Issue

America's faith communities run the gamut from progressive to conservative. Our pastors, imams, rabbis, and priests have a rich history of driving social change in the United States. They are uniquely positioned to lead on climate change — and they will have a determining impact on solutions. While their politics may vary, they all believe it is our obligation to protect children and the vulnerable, engage in social justice, and care for God's creation.

ecoAmerica works individually and collectively with nearly 20 national denominations to connect climate change with their core values, and help them lead on climate solutions. They don't join us, we join them. Through their clergy and places of worship in virtually every community in America, we help them to lead on mitigation and to advocate for action with their congregations and communities.

### Our successes include:



*"The **AME Church** works with ecoAmerica to address needs like environmental justice that we believe are most important in our community."* Jacquelyn Dupont-Walker, Director, Social Action Committee, **African Methodist Episcopal Church**, and Member, ecoAmerica Board of Directors.



ecoAmerica collaborates with the **Christian Church - Disciples of Christ** to commit to climate restoration and distribute toolkits to 3,900 congregations with sermons and resources to educate and activate parishioners.



The **United Church of Christ** has long been at the forefront of climate leadership. Our partnership with UCC amplifies that leadership with new videos, guides, and climate commitments.

*"Often times, it is faith communities and our 'moral compass' influence that is overlooked by donors and policymakers, but I truly believe that we are the sleeping giant catalyst for a forthcoming wave of climate engagement in this country."*

— Colin Christopher, Office for Interfaith and Community Alliances, Islamic Society of North America





### Declaration

Utah is a pioneering state — strong, capable and innovative — with a firm connection to our values. As visionary leaders in business, government, higher education, faith and community organizations, we take shared responsibility for protecting our economy, air quality, and environment. This includes climate change and its impact on our economic well-being, quality of life. We will inspire communities and smart growth to address climate change and encourage others by demonstration of leadership and leadership.

Launched this

*“With ecoAmerica’s Path to Positive program, our sustainability department will be able to create even more avenues for the community members to participate and help us move in a greener direction.”*

—Jackie Biskupski, Mayor, Salt Lake City

Photo Courtesy of Love Communications



## Local Communities: Creating a Path to Positive Future

Now more than ever, in the absence of U.S. federal leadership, states and local communities are on the frontline of climate mitigation and resilience. Larger cities have or can get the support they need to develop effective programs. Smaller cities and towns need that support too.

ecoAmerica has joined forces with several wide-reaching mayors’ networks to empower climate leadership and solutions in cities and towns across the country, with both Republican and Democratic mayors. We are also working locally in Utah and Los Angeles, to bring together major sectors of their communities, including health, business, faith, and higher education, to advance regional climate solutions.

### Our successes include:



In 2017 ecoAmerica launched our partnership with the **National League of Cities**. Through video and other outreach, CEO and Executive Director Clarence Anthony announced our collaboration to provide his 1,500 national members (representing 19,000 cities and towns) with local climate engagement programs.



Sustainability officers in U.S. cities know which policies will make their urban areas sustainable and resilient. The challenge is getting their citizens on board. ecoAmerica offers the **Urban Sustainability Directors Network** (600 members in 160 U.S. cities) tools and resources to help **engage urban citizens in climate solutions**.



Salt Lake City joined the ranks of cities committed to transition to 100% clean energy by 2032, and to lower greenhouse pollution 80% by 2040. Our **Path to Positive Utah** program was launched by Utah Clean Energy and ecoAmerica. Forty Utah mayors, business executives, faith and other leaders signed the Path to Positive Utah Declaration.



## Tools for the Real World



ecoAmerica brought midwestern pastors from the Christian Church - Disciples of Christ together in focus groups to help us understand the opportunities and barriers they face in climate leadership. They were aware and concerned about climate change, but lacked knowledge, feared political divisiveness, and were focused on other priorities. They needed to understand how climate is locally salient and be able to communicate with their brethren from their perspective — their faith.

We need to make climate change and especially climate solutions relevant to people. The more general the climate rationale, the less relevant it is for any specific group. Pediatricians look at climate through the lens of children's health. People of faith view climate through the lenses of social justice and creation care that guide their religious views.

To grow a climate constituency, we need to reach, inspire and empower it and remove the barriers to action.

ecoAmerica uses polling, focus groups, field visits, surveys, and dial tests to truly understand people's values and concerns, and then works to connect those with climate solutions. We produce custom-tailored guides, webinars, videos, conference presentations and more for our partners, so they in turn can share them with their millions of stakeholders. By empowering people, we empower climate solutions.

***“Action on climate remains a relatively low priority for most Americans, and the partisan nature of the discussion has overshadowed most engagement efforts. ecoAmerica’s partner-centric, values-oriented, and depoliticized approach appears to be more applicable and necessary now than it would have been in a supportive political environment.”***

—California Environmental Associates



» ecoAmerica President Bob Perkowitz at the ANHE Advocacy Training on Capitol Hill



# LET'S TALK CLIMATE:

MESSAGES TO MOTIVATE U.S. LATINOS

## Research and Resources: Empowering Climate Leadership

At ecoAmerica, we know that it is far more effective for doctors to talk about the health benefits of climate solutions than about GHG emission reductions, and for pastors to talk about the moral imperative to lead on climate rather than carbon sequestration. There are two parts to making those connections real and actionable.

First, we listen. ecoAmerica conducts extensive social science and communications research to inform everything we do. We start with our partners' values and expertise, and connect climate solutions to their priorities. We also learn from other climate communications research, and share ours freely so that we can all be more effective.

We then apply our research and our marketing and climate expertise to develop useful products and programs that naturally fit in with our partners' work — talking points, messaging guides, mitigation manuals, webinars, videos, social media and more. They enable leaders to speak and lead in ways that are authentic, compelling, and effective.

### Our successes include:



In partnership with the **American Psychological Association**, we released **Mental Health and Our Changing Climate: Impacts, Implications and Guidance**, the nation's most comprehensive report on the topic. Thousands of professionals have downloaded the report and it was featured in over 20 media outlets including *Time*, *Newsweek*, *The Washington Post*, and *Psychology Today*.



Our robust series of climate communication guides, **Let's Talk Climate** for health, faith, community and Latino constituencies, are the go-to source for the most effective climate messaging. They contain specific words and phrases, do's and don'ts, and a stepwise approach for crafting tailored climate communications. Each includes a webinar, and is co-branded for use by all of our partners.



We launched **Let's Lead on Climate**, featuring stories of leaders from health, faith, and local communities who are successfully engaging on climate solutions. These inspirational stories provide models that others can follow. The guide has been widely shared among our partners, their members, and others nationwide, and has been viewed over 15,000 times.

*“ecoAmerica’s research and report ‘Let’s Talk Climate: Messages to Motivate Latinos’ has been critical in helping shape Telemundo’s coverage of climate change for our audience that reaches 94% of U.S. Hispanic TV households in 210 markets.”*

—Vanessa Hauc, Senior Correspondent, Noticias Telemundo, and Board Member, ecoAmerica



## Collaborating for Collective Impact

We can get farther faster if we work together. So ecoAmerica brings together diverse leaders from across the country, hosting national summits, in-depth forums, and quarterly leadership council meetings to share best practices and enhance collaboration to catalyze meaningful climate action and advocacy.

Our flagship annual American Climate Leadership Summit convenes top leaders, over 50% of whom are CEO-level (25% are VP/Director level, and 25% are scientists, scholars, authors or activists) of national organizations in health, faith, business, culture, and communities. Most participants are new to climate leadership. They learn the latest on climate change and solutions, and collaborate within and across sectors to identify and prioritize winning strategies for expanding leadership, inclusion, and action on the issue. It's the only gathering of its kind.

### Our successes include:



Our 2017 Summit, **“Taking Up the Mantle,”** brought together 300+ U.S. leaders to the National Press Club to strategize on climate action and advocacy. The resulting Recommendations Report contains over 40 speaker summaries and advice from the six Strategic Forums. ecoAmerica incorporates all this input into our own strategic planning and programs.



With our partner, Climate Resolve, ecoAmerica hosted the second **Climate Day LA**. Nearly 1,100 Angelenos attended the day-long event featuring LA Mayor Eric Garcetti, and civic leaders from all sectors, including activist Tom Steyer. It included a creative climate skit employing actors at a mock Thanksgiving dinner using our Let's Talk guide. The musician Moby DJ'd at the VIP reception.



Each quarter, ecoAmerica brings over 100 leaders together in a series of sector **Leadership Circle meetings**. These key thought leaders and CEOs from national associations in health, faith and local communities share information and collaborate on ways to further climate leadership within their institutions and collectively as coalitions.

*“ecoAmerica events are truly unique. I know of no other nonprofit that brings together so many diverse audiences—from many different walks of life and across the political spectrum—and gets them working together on climate solutions that we all so urgently need.”*

—Phil Sharp, former U.S. Congressman; former President, Resources for the Future;  
 Vice Chair, ecoAmerica Board of Directors



## Each of Us Can Make a Difference



There is a myth that none of us can make a difference on climate change; that even the United States can't make a difference. Actually, the exact opposite is true. Each of us, every day, in the decisions we make about energy, food, transportation — and especially with our advocacy — can move us closer to climate solutions.

ecoAmerica and our programs, Blessed Tomorrow, Climate for Health, and Path to

Positive: Communities, is more than just a small NGO developing and sharing useful programs, resources, and media. We're a network of individuals, working together to expand the base of political will for effective climate solutions. Our Board of Directors and sector leadership circles alone comprise over 121 leaders guiding and supporting our work. Our network of partners and their staffs working on these programs is much larger.

Together we reach into every community in America.

By working through and supporting leaders and partners, ecoAmerica "punches well above its weight." You can too. Join us and let's accelerate and amplify the move to climate solutions in America and the world.

***"What an extraordinary organization, and it is such a great organization because of the people who participate in it."***

—U.S. Senator Brian Schatz (D-HI)

***"Thank you for joining me to discuss how the scientific community can better respond to the persistent, industry-funded efforts to discredit sound climate science. I appreciate having the benefit of your insight and expertise. [...] I look forward to continuing to work with [ecoAmerica] on this important endeavor."***

—U.S. Senator Sheldon Whitehouse (D-RI)

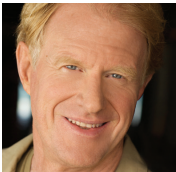


» Telemundo journalist and new ecoAmerica director, Vanessa Hauc, speaks to the ACLS summit on Puerto Rico, climate change, and social justice.

» Above: American Climate Leadership Summit 2017 attendees



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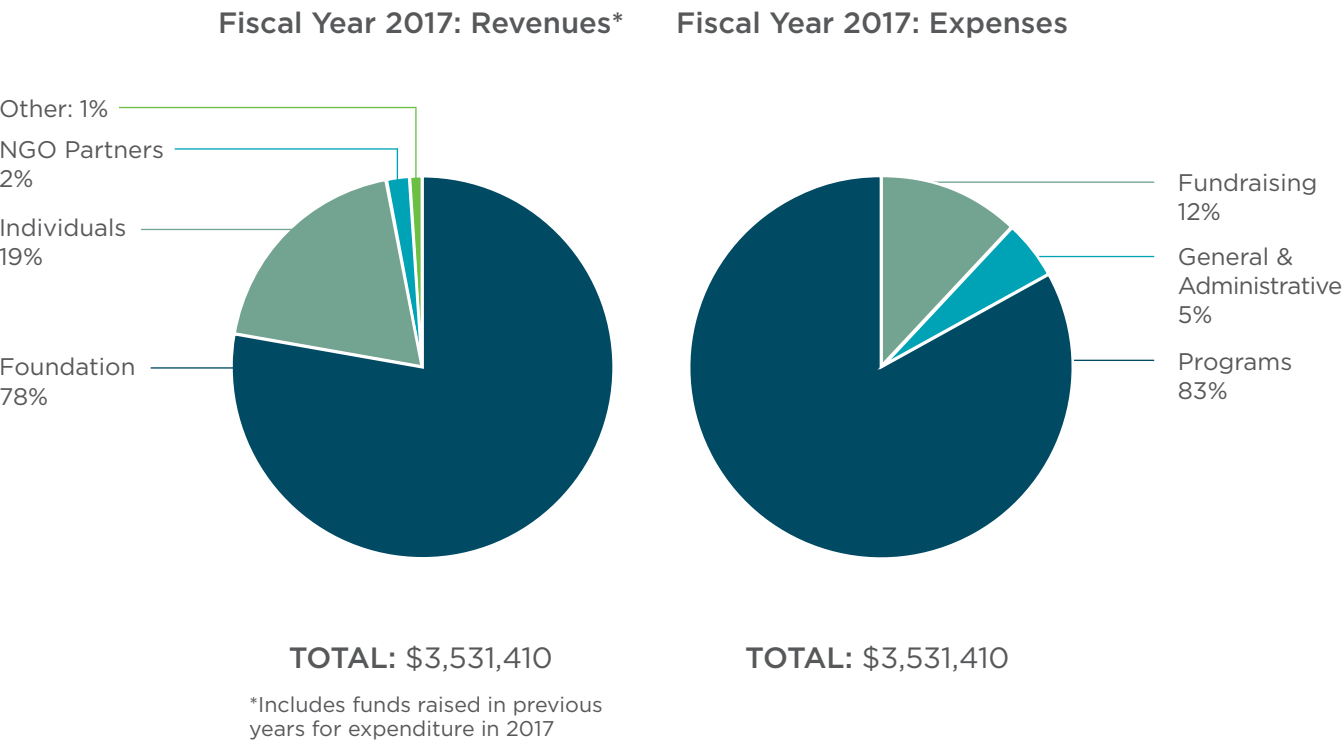


Funders

ecoAmerica is extremely grateful to all of its contributors, including the following people and institutions, who gave us \$1,000 or more in 2016 and/or 2017:

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Funding and Expenses



Join Us!

You too can contribute to a sustainable future — with financial gifts to ecoAmerica as well as work in your own community. A large gift can help us equip a major national association with all of the tools it needs to prioritize climate and engage its members to act on and advocate for solutions. A mid-sized gift can help us make a short film to show thousands of parishoners how to green their churches and their lives. Contact us to learn more.

We’d love to talk!

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**Peggy Knudson, Vice President, Development**  
202.457.1125 | [peggy@ecoamerica.org](mailto:peggy@ecoamerica.org)

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# ecoAmerica

*building climate leadership*

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