



EarthShare North Carolina

African Wildlife Foundation
 American Farmland Trust
 American Forests
 American Rivers
Audubon North Carolina
 Beyond Pesticides
Blue Ridge Parkway Foundation
Carolina Mountain Land Conservancy
Carolina Raptor Center
Carolina Tiger Rescue
Catawba Riverkeeper Foundation
 Center for Health, Environment and Justice
Clean Air Carolina
 Clean Water Fund
Conservation Council of North Carolina Foundation
 The Conservation Fund
 Conservation International
Conservation Trust for North Carolina
 Defenders of Wildlife
 Earth Day Network
 Earthjustice
Eno River Association (Association for the Preservation of the Eno River Valley)
 Environmental and Energy Study Institute
Environmental Defense Fund—North Carolina
 Environmental Law Institute
 Friends of the Earth
 Izaak Walton League of America
 Jane Goodall Institute
 Land Trust Alliance
 National Parks Conservation Association
 National Wildlife Federation
 Natural Resources Defense Council
 The Nature Conservancy
Neuse Riverkeeper Foundation
North Carolina Big Sweep
North Carolina Coastal Federation
North Carolina Conservation Network
North Carolina Rail-Trails
North Carolina Sustainable Energy Association
North Carolina Wildlife Federation
 The Ocean Conservancy
Pamlico-Tar River Foundation
 The Peregrine Fund
 Pesticide Action Network North America
Piedmont Land Conservancy
 Rails-to-Trails Conservancy
 Rainforest Alliance
 Rocky Mountain Institute
SEEDS (South Eastern Efforts Developing Sustainable Spaces)
 The Sierra Club Foundation
Southern Environmental Law Center
 Student Conservation Association
 Surfrider Foundation
Tar River Land Conservancy
Toxic Free North Carolina
Triangle Land Conservancy
Trout Unlimited, North Carolina
Trust for Public Land, Carolinas
 Union of Concerned Scientists
 U.S. PIRG Education Fund
Western North Carolina Alliance
 The Wilderness Society
 Wildlife Conservation Society
 World Wildlife Fund

Annual Letter from ESNC Board President, Jeff Lawyer

Fiscal Year July 1, 2008 to June 30, 2009

Despite the economic recession, fiscal year 2008–2009 was a year of growth for EarthShare North Carolina (ESNC). This growth was evident in the progress we made to better serve the environmental community. ESNC expanded its reach as the following companies gave employees the opportunity to learn about and support the environment through their workplace campaigns for the first time: Progress Energy, Computer Sciences Corporation, Catawba College, Harnett County, James E. Moore Insurance Agency, Larry's Beans, Piper Jaffray, Self-Help, Southern Energy Management, and Zurich Insurance. In addition, the Mecklenburg County Commissioners unanimously voted in favor of allowing employees to support a broader range of charitable organizations. This decision opens the door for ESNC to be included in Mecklenburg County's 2010 campaign.



Our capacity to serve the environmental community increased when Kelly Suttles joined the staff in September of 2008 as our Program and Administrative Associate. ESNC once again has three staff members, a level that supports our continued expansion. Additionally, as a result of board and committee development, new advocates are strengthening ESNC's capacity to pursue our mission.

Clean Air Carolina joined the roster as ESNC's newest participating organization, thereby expanding our presence in the Charlotte area and broadening the range of issues supported through ESNC.

In a time when the economic crisis could have entirely replaced the environment in the spotlight, 2008–2009 demonstrated that the elevated level of environmental consciousness is not a short-lived phenomenon. ESNC explored new initiatives to highlight the work of ESNC organizations, as businesses and individuals continued to look for ways to be better environmental stewards.

ESNC's One Environment Network (OEN) was created to support employees who are interested in promoting more sustainable activities at work and in their daily lives. OEN provides information on implementing green projects and connects employees with ESNC organizations through volunteer and educational opportunities. Pilot projects took place at Self-Help and the North Carolina Department of State Treasurer.

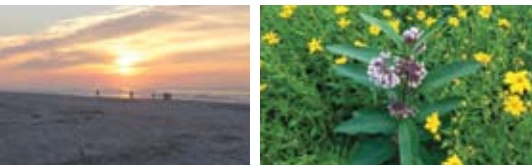
Participation in Campout! Carolina more than tripled. ESNC's second annual statewide event to celebrate the environment was held in October 2008. Over 2,000 people demonstrated their support for the environment by camping in their back yard or favorite spot. Featured on UNC-TV's *NC Weekend*, the event brought new attention to the work of ESNC and its participating organizations.

Overall pledges for the 2008 campaign decreased 8.5% from the previous year, with some campaigns soaring and others experiencing the expected slump due to the downturn in the economy. Over our 18-year history, ESNC has raised over \$6.5 million in campaign pledges. This income is especially important to ESNC's 28 local organizations and 35 national organizations, because it is unrestricted. Each organization can determine how best to use the funds based on current program and management needs.

ESNC also got a new look this year. We introduced a new logo and redesigned our website to serve as a more dynamic resource for North Carolina residents looking for ways to learn about and get involved with the work of ESNC organizations.

As ESNC pursues its mission to strengthen participating organizations, we know that our success is due to the support of our donors, volunteers, and others who are engaged in the work of the organization. We look forward to exploring new opportunities with you.

One environment.
One simple way to care for it.®



BOARD OF DIRECTORS:

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 Kathleen Gray, Vice President, Chapel Hill
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 Andy Smith, Chapel Hill
 Angel Wright-Feldman, Raleigh

STAFF:

Heather Beard, Executive Director
 Jeff Rosefsky,
 Business Development Associate
 Kelly Suttles, Program and
 Administrative Associate

P.O. Box 196, 331 West Main St.,
 Ste. 505, Durham, NC 27702

CONTACT ESNC:

(919) 687-4840
 (919) 687-0946, fax
 info@earthsharenc.org
 www.earthsharenc.org

Contributions are always welcome
 in support of ESNC and can be made as
 a general operational contribution or
 designated to a specific ESNC organization.

Please make checks payable to EarthShare
 North Carolina or give online through our website.

Photos courtesy of Blue Ridge Parkway Foundation,
 Audubon North Carolina, and Conservation Council
 of North Carolina Foundation

Graphic Design and Editing
 by ARCHETYPE, Inc.

Highlights of 2008–2009 (continued from cover)

Annual Workplace Giving Campaign

The addition of new workplace campaigns—coupled with impressive growth in campaign pledges from nonprofits, private companies, and the federal government employers—buffered the losses experienced elsewhere. Overall there was an 8.5% decrease in pledges. Many existing campaign partners, however, saw significant growth. These partners included Accenture (63%), Guilford College (26%), Microsoft (298%), Wal-Mart (339%), and Warren Wilson College (20%). For the first time, ESNC managed the City of Raleigh's combined campaign on behalf of four additional federations representing the arts, social services, health, and social change. Pledges for this campaign increased by 12.8%.

Making Connections

Whether through programs like the One Environment Network, our speaker series, or interactions with employees during campaign season, ESNC heightens the public's level of environmental consciousness and helps establish connections between employees and ESNC organizations. We attended 90 educational events during the 2008 campaign. Over 200 people served as ESNC Friends, a network of volunteers who raise awareness about ESNC organizations. Subscriptions to the bi-monthly *NC E-News* also increased, bringing the accomplishments and activities of ESNC organizations to more people.

Organizational Development

As one strategic planning cycle ended and another began, ESNC renewed our commitment to aggressive growth goals and embarked on a strategic planning process to complement the existing plan for the next two years. We established a Governance Committee to ensure the effectiveness of the board. Expanding ESNC's network of advocates was another key area of progress. Diversifying operational support continued to be a priority, helping to keep ESNC's low campaign administrative overhead of 16.5% on campaign receipts.

Annual Awards

At our Annual Meeting in April 2009, ESNC presented campaign awards to thank companies and individuals for doing a great job promoting ESNC and presenting their employees with environmental giving options. ESNC appreciates the work of all these award winners and all of you who have supported us so substantially. We give many thanks to the volunteers who have donated their time to ESNC. Their generosity makes it possible for ESNC to accomplish a lot with a small staff.

ESNC Campaigns of the Year:

Accenture
 Ameriprise—Charlotte

ESNC Campaign Coordinators of the Year:

Jane Jontz, Hospira—Clayton
 Hardy Watkins, City of Raleigh

ESNC also gave out the following awards recognizing outstanding service to ESNC:

ESNC "Community Friend":

Jim Bennett, REI—Durham
(For extraordinary contributions to ESNC)

ESNC Primary Representative of the Year:

Carrie Clark, Conservation Council of North Carolina Foundation *(In recognition of a participating organization representative who is an unmistakable asset to the ESNC coalition)*

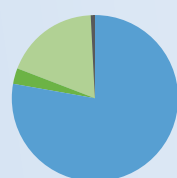
ESNC "Hero":

Sandra Johnson, Department of the State
 Treasurer *(For selfless service and dedication to ESNC)*

The "Allen Spalt" award:

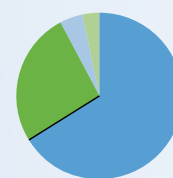
Kathy Naujoks *(For outstanding contributions and dedication above and beyond the call of duty to ESNC)*

2007–2008 FINANCIAL REPORT



REVENUES

■ Campaign Revenues	\$580,220
■ Affiliates Fees and Dues	\$23,625
■ Operating Income	\$139,186
■ Interest	\$2,061
Total	\$745,092



EXPENSES

■ Allocations	\$490,826
■ Depreciation	\$411
■ Program Services	\$193,270
■ Administration	\$32,032
■ Fundraising	\$24,703
Total	\$741,242

ESNC Welcomes Our Newest Local Government Partners

Through the county's workplace giving campaign, Mecklenburg County employees now have the ability to support charities in addition to those of the United Way and Arts & Science Council. The County Board of Commissioners revised the campaign rules in a unanimous decision on July 7, 2009. Beginning in 2010, rules now allow for the inclusion of charities that represent a broader range of employee interests.

Harnett County employees can also now support initiatives to promote clean air, safe drinking water, sustainable sources of energy, and the conservation of North Carolina's natural treasures through the county's employee giving campaign. "At a time when needs are growing and resources are tight, Mecklenburg County and Harnett County are making it easier for employees to support their community," said Heather Beard, executive director of ESNC. Mecklenburg and Harnett Counties are adding to an already strong tradition of public sector campaigns that are giving choice to employees.

Local Governments Supporting Environmental Philanthropy Since...

Carrboro	1992	Guilford County	1993
Cary	1995	Orange County	1992
Chapel Hill	1992	Raleigh	1993
Durham	1992	Wake County	1998
Greensboro	1993		



New Resource: The One Environment Network

Employees interested in being green have a new resource to support their efforts: ESNC's One Environment Network.

This web-based program was created to support eco-conscious employees who want to promote greener practices at work and in their daily lives.

Unlike programs to support sustainable business practices at the management level, OEN is uniquely designed to support action at the individual level. The program provides employees with the structure and resources to inspire co-workers to adopt small changes that collectively make a big difference.

Employees at Self-Help were among the first to use the program. They implemented a paper-saving challenge between two floors in their Durham office building. Employees competed to use the least amount of paper. Over the one-month time period, employees reduced their overall consumption by 42 percent, saving trees and money!

Together, individuals and green teams across North Carolina can inspire a great number of people to do their part to promote a healthy environment for this and future generations.

For more information, visit www.OneEnvironmentNetwork.net.

ESNC WELCOMES NEW BOARD MEMBERS

ESNC welcomed three new people to the Board of Directors this year. These board members bring new insights, expertise, and energy to the mission of the organization.

Dylan Bost, Managing Partner of Ulanguzi, Raleigh

Faith Crowley, Certified Public Accountant, Raleigh

Beth Gettys Sturkey, Associate Director of Development & Alumni Relations at Duke University, Durham

ESNC Campaign Sites

Combined Federal Campaign:

-all Federal Agencies and Military Bases

Local Governments:

- City of Durham
- City of Greensboro
- City of Raleigh
- Guilford County
- Harnett County
- Mecklenburg County
- Orange County
- Town of Carrboro
- Town of Cary
- Town of Chapel Hill
- Wake County

Private Businesses:

- Accenture
- Aerojet/GenCorp
- Allstate
- American Airlines
- American Express
- Ameriprise Financial
- Arrow Electronics
- ASG Renaissance
- Ashland Inc.
- Bass Pro Shops
- Bailey & Dixon, LLP
- Blue Ridge Parkway Foundation
- Carolina Mountain Land Conservancy
- Carolina Raptor Center
- Catawba College
- CIT
- Clean Air Carolina
- Community Foundation of Henderson County
- Computer Sciences Corporation
- Conservation Council of NC Foundation
- Conservation Trust for North Carolina
- Dell, Inc.
- EarthShare North Carolina
- Entercom
- Environmental Defense Fund
- Express Employment Professionals—Asheville
- Fluhrer Reed
- Great Eastern Sun
- Guilford College
- Hewlett Packard
- Home Depot
- Hospira, Inc.
- The Independent Weekly
- James E. Moore Insurance
- Jordan, Jones & Goulding
- JP Morgan Chase
- Keane, Inc.
- Larry's Beans
- Lord, Aeck & Sargent Architecture
- Louisburg College
- Microsoft Software Corporation
- Morris, Manning & Martin
- Natural Body Spa & Shoppe
- The Nature Conservancy
- Neuse Riverkeeper Foundation
- North Carolina Conservation Network
- North Carolina Rail-Trails
- North Carolina Sustainable Energy Association
- Pamlico-Tar River Foundation
- Patterson, Harkavy, & Lawrence
- Phillips-Van Heusen
- Piper Jaffray
- Pitney Bowes
- Progress Energy
- REI (Recreation Equipment, Inc.)
- Self-Help
- Sports Endeavor Inc. (Eurosport)
- Southern Energy Management
- Southern Environmental Law Center
- The Standard
- Toxic Free North Carolina
- Toyota
- Triangle Community Foundation
- Triangle J Council of Governments
- Trust for Public Land
- Underwriters Laboratories
- United Health Group
- Wal-Mart
- Warren Wilson College
- Western North Carolina Alliance
- Zurich Insurance

State Employees Combined Campaign:

- all NC State Government Agencies
- Appalachian State University
- East Carolina University
- Elizabeth City State University
- Fayetteville State University
- NC A&T University
- NC Central University
- NC School of the Arts
- NC State University
- UNC-Asheville
- UNC-Chapel Hill
- UNC-Charlotte
- UNC-Greensboro
- UNC-Pembroke
- UNC-Wilmington
- Western NC University
- Winston-Salem State University

Help us conserve resources!

Visit www.earthsharenc.org and sign-up to receive your annual report electronically as part of the bi-monthly *NC E-News* subscription.



This newsletter is an example of the quality that can be achieved using recycled paper and soy-based inks.

Thanks for your support

ESNC's successes in 2008–2009 are due to the people and organizations who gave their time, talents, and financial support.

Thank You to ESNC Volunteers

- All ESNC "Friends"
- Elon University Live Oak Communications Agency
- The Volunteer Center of Durham
- Freeman & Marcia Beard
- Jim Bennett
- Denee Black
- Andrea Carneiro
- Saiwen Chen
- Angela Erb
- Rebecca Frey
- Brunell Gugelmann
- Annette Jurgeleski
- Neill Goslin
- Norm Gustaveson
- Sandra Johnson
- Matt King
- Neil Middlemiss
- Adrienne Moore
- Amanda Noah
- Jennifer Owens
- Vonna Viglione
- Elizabeth Ward
- James Worrel

Funders—ESNC '08–09 Board of Directors

- Jeffrey T. Lawyer, President, Winston-Salem
- Kathleen Gray, Vice President, Chapel Hill
- David Coats, Secretary, Raleigh
- Charles Brummitt, Treasurer, Greensboro
- Dianne Bertsch, Chapel Hill
- Tim Gestwicki, Charlotte
- Ryan Griffith, Asheville
- Greg Keener, Winston-Salem

- Kathy Naujoks, Raleigh
- Myron Pearman, Kernersville
- Andy Smith, Chapel Hill
- Angel Wright-Feldman, Raleigh

Additional Funders

- The Art of Freeman Beard
- Freeman & Marcia Beard
- Bertsch Family Charitable Foundation
- Sandra Cianciolo
- Bob & Pamela Collette
- Community Foundation of Greater Greensboro
- David Connelly
- Costco
- Educational Foundation of America
- Dan Edwards
- Empire Properties
- Enterprise Rent-A-Car Foundation
- Amanda & Nicholas Goings
- Great Outdoor Provision Company
- Norm & Nancy Gustaveson
- Hamlin Energy Solutions
- Bennett Hollenberg
- Laura Jackson
- Jane B. Weis Fund of The Community Foundation of Western NC
- Julian Price Family Foundation
- Kroger
- Scott & Vicki Lawrence
- Marcia Angle and Mark Trustin Fund of Triangle Community Foundation
- Mary Goddard Pickens Foundation
- Dale & Julie McKeel
- Kathryn Millard
- Roy & Ann Neulicht

- Ninth Street Bakery
- Norcross Wildlife Foundation
- Northface/VF Services
- One World Market
- Kellie Overberg
- Peggy & Tommy Pearman
- Janice Pope
- Prosperity Works Inc. (1% for the Planet)
- Recreational Equipment, Inc.
- Leigh Scott
- Sci-Med Solutions/NetFriends
- Kristin & David Sroka
- Fred & Alice Stanback
- Mark & Judith Strickland
- Svetkey-van der Horst Fund of Triangle Community Foundation
- UnitedHealthcare
- Amy & David Weaver
- Whole Foods—Cary, Durham
- Tracy & Barbara Wilkerson
- Z. Smith Reynolds Foundation

Gifts in Memory of:

- Mary Kearns by Rebecca Causey

Gifts on Behalf of:

- Sheila Crump by Teresa Martin
- Manisha Dorawala by Amber Whitlow
- Margaret G. Shannahan by Richard Shannahan, Jr.
- Andrew Smith & Julie Wilson by Daniel Smith
- Andrew Devlin Smith by Mary Dodge-Smith
- Meg Walz by Carolyn Elizabeth Gabehart



Get your sleeping bags ready and mark your calendars for:

**CAMP-OUT! CAROLINA 2010:
OCTOBER 8 & 9**

In October 2009, more than 5,000 people across the state participated in ESNC's 3rd annual statewide campout to celebrate North Carolina's environment.