“Planetary health is inextricably linked to human health and, it turns
“Healthy People, Healthy Planet” — you can’t have one without the other. Too often, environmentalists are blamed for caring more about animals and trees than about people. Planetary health is inextricably linked to human health and, it turns out, our economic health.

The destructive practice of mountaintop removal coal mining is illustrative. Under authority of the Clean Water Act, the Environmental Protection Agency recently revoked the permit for Arch Coal’s proposed Spruce No. 1 mine in West Virginia. The Sierra Club, with support from The Sierra Club Foundation and a growing community of foundations and donors, played a lead role in this victory. If permitted, Arch Coal would have buried more than seven miles of streams containing some of the greatest aquatic diversity found anywhere in North America.

The human toll is just as severe. Surface-mining operations like Spruce contaminate downstream waters and pollute the air, severely impacting the health of surrounding communities. Burning coal isn’t any better. Coal plants (many in or near low-income communities and communities of color) are responsible for much of the air pollution that contributes to the deaths of 24,000 Americans every year.

Cleaning up our air is not just good for our health, it’s good for our wallet—a message that the Sierra Club is taking to communities throughout the nation. At the 40th anniversary celebration of the Clean Air Act in 2010, EPA Administrator Lisa Jackson gave a powerful economic defense: “For every dollar we have spent, we get more than $40 of [economic] benefits in return.” The Act gave birth to new technologies like smoke-stack scrubbers and catalytic converters. American companies became dominant players in the new global market for clean technologies and created millions of jobs. When our environmental laws and the EPA are maligned as “job killers” (which will be our opponents’ constant refrain this year) we must vigorously defend them for the health of our families, the health of our economy, and the health of this wonderful planet.

We give our heartfelt thanks to all of you, our supporters from around the country. We hope you are pleased with the progress we made in 2010 toward our shared vision and are inspired to support our efforts in 2011.

Sincerely,

LOREN BLACKFORD  PETER MARTIN
2010 BOARD CHAIR  EXECUTIVE DIRECTOR
What a difference a year makes. In March 2010, with a seemingly pro-environmental majority in Congress, a comprehensive climate and energy bill still seemed possible, and the Deepwater Horizon rig was two weeks away from exploding in the Gulf of Mexico. That month, I started my job as Sierra Club’s sixth Executive Director. I’m excited to be here because of the positive change we help to create.

I’ve spent my career working for environmental protection. From my first job as an organizer for Greenpeace, to my most recent—seven years as Executive Director at Rainforest Action Network (RAN)—I’ve always been inspired by the power of individual citizens working together to make a difference. Grassroots activists right wrongs and profoundly influence American democracy. As Executive Director at RAN, I was proud of how our small team was able to change the policies and behavior of some of the country’s largest corporations, including Home Depot, Citigroup, Boise Cascade, and others.

I came to the Sierra Club to make an even bigger difference. Climate chaos caused by our fossil fuel economy threatens everyone on earth. As a parent of two young children, the link between healthy people and a healthy planet is of special concern. We certainly don’t want our kids to live in a world where the air and water are increasingly poisoned, or where crop failures and climate disruption produce more destabilization and unrest.

To address that global challenge, I wrote Coming Clean—Breaking America’s Addiction to Oil. Published by Sierra Club Books in 2008, it details a plan for a new green economy that creates jobs, promotes environmental justice, and bolsters national security. Writing the book and now living it as Sierra Club’s Executive Director, I am humbled by the incredible power of our 1.4 million grassroots supporters and members to create positive change—a healthier planet.

The work we do with activists, our environmental law team, our 63 chapters in every single state, and so much more wouldn’t be possible without support from The Sierra Club Foundation. Thank you for a year of inspiring victories. Especially as we’ve watched Congress flounder, what an important positive difference you’ve made. Thank you for your support.

MICHAEL BRUNE
SIERRA CLUB EXECUTIVE DIRECTOR
I first met Dick Goldman in 1984. He was a Republican, and a powerful establishment figure in San Francisco. He didn’t let politics get in the way of pointing out when things were wrong. He thought that Ronald Reagan’s treatment of the earth was wrong.

When he and his wife, Rhoda, launched the Goldman Environmental Prize, I thought it was a cool idea—but I never expected that the Prize would open up a whole new world of environmental activism. Goldman Prize winners are, well, different. They challenge our ideas that environmental protection is basically something that scientists take care of and show that, in most of the world, it is communities that matter.

In 1995, the Nigerian dictatorship arrested Goldman Prize winner Ken Saro Wiwa, the activist who was leading a peaceful movement to force Shell and other oil companies to treat the community and the local environment with dignity and decency. The Sierra Club quietly applied pressure to Shell, the U.S. government, and the Nigerian regime to protect Ken. Initially, we were reassured that he would almost certainly be okay.

He wasn’t. He was executed. That was the moment when I realized that the most extraordinary thing about the work we did in the U.S. was that we were relatively safe doing it. The Goldman prize was revealing to all of us that for too many, it was not.

Richard encouraged the Sierra Club to take this work of “protecting the protectors” to the next level, by partnering in a major joint effort with Amnesty International. Perhaps our proudest Goldman moment was when our International Programs Director, Stephen Mills, went to Mexico to persuade the Mexican government to release another Goldman Prize winner, Rodolfo Montiel Flores, after 2½ years in prison on trumped-up charges of murder.

Building on what he had learned, and taking risks to get to the next level, was the essence of Richard Goldman’s environmental engagement. Goldman Prize winners, like our own Lynn Henning, sometimes get to meet the President, and like Kenyan Goldman winner Wangari Matthai, sometimes win the Nobel Prize. But, first, they faced down threats for what they believed in. Then, they were encouraged by the legacy of Richard Goldman—a different kind of philanthropist. He believed that environmental protection cannot be separated from community dignity and political justice. That is his lasting legacy.
Moving Beyond Coal

As this report goes to press, 150 proposed coal-fired power plants have been abandoned or defeated since Sierra Club’s Beyond Coal campaign began. Hundreds of activists turned out to support the EPA’s strong clean air rules and regulation of coal ash, thus forcing existing plants to pay for the pollution they caused, the Club continues to level the playing field for clean energy technologies and efficiency measures.

COALITION BUILDING TO TURN THE TIDE AGAINST COAL IN UTAH

In the winter of 2006-07, a prolonged temperature inversion in the Salt Lake Valley caused dense smog to blanket the area for nearly a month. “Air pollution gets intense under these circumstances,” said Dr. Brian Moench, an anesthesiologist at Latter Day Saints Hospital in Salt Lake City. “I was distressed that there wasn’t any dialogue or statements from politicians acknowledging the public health issues involved.” Moench penned an op-ed to the Salt Lake Tribune about the consequences of air pollution and his dismay about official inaction.

The piece caught the eye of local Sierra Club organizers, who invited Moench to join the campaign to stop construction of new coal-fired power plants in the Beehive State. The result was the formation of Utah Physicians for a Healthy Environment (UPHE).

“At the time, there were proposals to build 14 new plants in the interior West—four of them in Utah,” Moench said. “We were alarmed by the prospect of being surrounded by more coal plants and decided it was intolerable to let that happen.”

As UPHE president, Moench is the group’s point person for the media and state agencies, giving testimony and presentations at public hearings. More than 30 of his articles have been published in Salt Lake City newspapers, and he speaks at venues around the state several times a month. “We decided our biggest potential ally would be the public, so our strategy has been to share the medical research with them wherever possible.”

The result has been a dramatic shift in public attitude and the outlook for new coal plants in Utah: Of the four new coal plants proposed in the state when UPHE formed, three have been shelved, and the fourth appears all but dead.

“The perception of the need for coal plants, and their acceptability, has undergone a major shift paralleling public awareness of climate change,” Moench said, “From the standpoint of
economics, personal health, and the future of the planet, there’s just no way we can excuse
the development of further coal plants in the West or any other part of the United States—or
the world, for that matter.”

MINERS, ENVIRONMENTALISTS FIND COMMON GROUND

In November, a gathering hosted by the Sangamon Valley group of the Illinois Sierra Club
brought together some unlikely allies. Club members, supporters, and coal miners came
to hear Jeff Biggers, recipient of the Club’s 2010 David Brower Award for Environmental
Reporting, speak about his latest book, Reckoning at Eagle Creek: The Secret Legacy of Coal
in the Heartland.

“The front row was all miners—three in uniform—along with the head of the Illinois
Coal Association,” said Will Reynolds, chair of the group and vice-chair of the Illinois
Chapter of Sierra Club. “Jeff focused his talk on miners and mining—saying no one’s looking
out for the coal miners, especially not the companies. There are a lot of areas of agreement.
By the end, everyone wanted to develop clean energy. The miners saw the need for it—they
want the jobs.”

For Biggers, this further proved to him that a transition to clean energy is possible.
“The battle for coal mining safety and fairness has always gone hand in hand with battles to
preserve our lands. By stressing our historical movements to defend coal mining communities
against companies more interested in profit than workplace safety, clean water or air, or
justice—and by asking the audience to envision a sustainable future
through a just transition that did
not abandon coal miners, but
included them, we were able to have
an informative and civil discussion.
One miner, who had come ready to
confront the Sierra Club, gave me a
hug after the event, and said, ‘This
was fun. I can’t wait for the next
Sierra Club meeting.’ ”

organ disease, respiratory illness, and neurological damage.

“I have become more
convinced than ever that we
can bridge the fabricated
divide between coal mining
communities and organizations
like the Sierra Club by laying
out a roadmap for a just
transition to a sustainable
and clean energy future. The
coalfields should be ground
zero for any clean energy
revolution.”

– JEFF BIGGERS
2010 BROWER AWARD WINNER
Moving Beyond Coal  
(continued)

COLORADO MOVES BEYOND COAL TO A HEALTHIER CLEAN ENERGY FUTURE

Even as leaders in D.C. sit paralyzed in the clean energy fight, the Sierra Club and its allies proved that this nation can move beyond coal. In December, the Colorado Public Utilities Commission (PUC) approved plans by Xcel Energy and Black Hills Corp. to shut down or repower nine boilers at four coal-burning power plants by 2017. Two additional boilers were taken offline earlier in the year, ultimately phasing out coal in the Denver area. Closing down the coal plants aligns with Colorado’s law that sets a 30% renewable energy standard by 2020.

With support from The Sierra Club Foundation, Sierra Club volunteers and staff were instrumental in this phase-out, playing a key role in educating the public about coal’s health impacts and galvanizing public outcry to get Colorado off coal. The Club organized educational forums, house parties, and media events; turned out hundreds of grassroots volunteers to air permit hearings; and generated hundreds of letters to the governor’s office. The retirement or conversion of the four plants will ultimately keep 10,000 tons of sulfur dioxide, 12,000 tons of nitrogen oxides, and 6.75 million tons of CO2 from entering the atmosphere every year, providing future generations of Coloradans with cleaner air to breathe.

DEFINING ENVIRONMENTALLY-RESPONSIBLE SITING CRITERIA

The Wisconsin Public Service Commission (PSC) invited the Sierra Club to help assess the human and environmental impacts of offshore wind power development on Great Lakes aquatic habitats. The Sierra Club Foundation supported the Club in this collaboration with staff scientists at the Wisconsin Department of Natural Resources and the University of Wisconsin Great Lakes WATER Institute in Milwaukee. Their goal was to gather data on which to base environmentally responsible offshore wind siting criteria for the PSC.

Their high-quality work attracted the attention of the Great Lakes Commission, that subsequently invited the Club to participate in a new Offshore Wind Working Group within the Great Lakes Wind Collaborative. Using the Club’s research, the group developed a similar set of offshore wind generation guidelines and summarized them in a white paper, *Siting Principles and Policy Options for Wind Development on the Great Lakes.*

“Smog from coal and oil is particularly bad for children,
causing asthma, chest pain, and chronic bronchitis.

GRANTS IN PARTNERSHIP
The Sierra Club Foundation acts as the fiscal sponsor for new and ongoing projects of Sierra Club groups and chapters at the community level. Our partnership with other funders ensures accountability and efficient use of funding to promote shared goals.

RAISING EFFICIENCY STANDARDS IN THE LONE STAR STATE
In the past year, Sierra Club’s Lone Star Chapter focused on education and administrative advocacy for the implementation of more energy-efficient building codes at the federal, state, and local level. With a grant from the Energy Foundation, the chapter held workshops, produced a brochure, generated comments, and prepared letters to the editor that helped convince the State Energy Conservation Office (SECO) to adopt the 2009 International Energy Conservation Code as the state minimum standard for most buildings. The chapter also helped educate local city officials about energy-efficient building codes, the SECO adoption, and alternative financing mechanisms through the federal competitive grant program and other funding opportunities available as a result of the American Recovery and Reinvestment Act.

BETTER STANDARDS IN THE BUCKEYE STATE
With grants from the George Gund and Edwards Mother Earth foundations, The Sierra Club Foundation was able to support Sierra Club’s Ohio Chapter in the implementation of Ohio’s energy efficiency resource and renewable portfolio standards. As a result, several utilities fully complied with the efficiency and renewables provisions outlined in the standards. The chapter has also been involved in an organized and cohesive coalition effort advocating for more energy-efficient building codes in Ohio. Grassroots organizing and media efforts are at the heart of the chapter’s ongoing clean energy campaign, including several successful media events to showcase churches in Dayton and Columbus that are addressing climate change through energy efficiency investments.
Moving Beyond Oil

When the BP Disaster hit, the Sierra Club hit back, ensuring that the nation’s biggest environmental disaster would not be forgotten. As hard as BP tried to make the catastrophe a “non-event,” the Club elicited more media coverage in the first 30 days than all other environmental organizations combined. In the following weeks, the Club called for a global day of action to protest BP’s negligence; more than 800 Hands Across the Sand events sprang up in all 50 states plus 35 other countries.

While the massive, months-long tragedy in the Gulf held the nation’s attention throughout the summer, two more 2010 spills in Michigan and Alaska underscored the need to address our ongoing energy needs in a comprehensive way.

Today, evidence is mounting that the disaster will cost far more than originally estimated. Even as marine scientists report that oil residues have not broken down, but remain on the ocean floor, Louisiana officials reveal that BP has reneged on commitments it made to help restore oyster beds and fisheries.

Not only does our oil addiction cause huge harm to our environment through spills and greenhouse gas pollution, it also puts a sizable dent in our economy: In 2010, Americans sent half a billion dollars overseas each day to import foreign oil. Transportation accounts for 70 percent of our country’s oil use—much of it fueling cars, SUVs, and light trucks. The good news is that investing in smarter, sustainable choices—such as walking, biking, and public transit—not only reduces our dependence on oil and protects the environment, but can also improve our economy. Several recent studies—including an analysis of the 2009 American Recovery and Reinvestment Act—have shown that spending on public transit infrastructure creates more jobs per dollar invested than does spending on road construction.
Sierra Club Executive Director Michael Brune hosted groups of military and faith leaders on tours of the BP oil spill so they could witness the disaster “first hand.”

**THIS PAGE** (clockwise from left): Sierra Club Field Organizers at a New Orleans Clean It Up rally; oil-covered booms offered fragile wetlands minimal protection from the spill; more than 200 Seattle activists participated in a local Hands Across the Sand event; Gulf Coast fishermen offered their boats to help clean up the mess that BP made of their livelihood; Sierra Club activists sent 10,000 flags to Washington, spelling out “Freedom From Oil” on the lawn of the National Mall; the Brown Pelican is one of 30 bird species whose nesting grounds have been affected by the BP disaster.

“For too long, American taxpayers have footed the bill for polluters who destroy our water and air. We can’t let that happen. The road to restoration for the Gulf Coast will be long and hard. We need to make sure BP and the other responsible parties pay for the damage they’ve done. The oil industry must learn a lesson from this tragedy.”

– MICHAEL BRUNE
SIERRA CLUB EXECUTIVE DIRECTOR
Moving Beyond Oil

HYPERION DELAYS PLANS FOR MASSIVE TAR Sands OIL REFINERY

Producing oil from tar sands emits three to five times as much global warming pollution as conventional oil. It also requires excessive amounts of energy and water, and destroys swaths of boreal forest. In a big win for the Sierra Club and its allies, Hyperion Refining announced it will delay buying the land for a proposed tar sands oil refinery in Union County, South Dakota.

Citing opposition from environmental groups and the economic recession, Hyperion admitted that now is not a good time to build the $10 billion facility. The company currently holds options on about 6,000 acres, and will negotiate with land owners to extend the time frame in which it must exercise those options. The proposed refinery would process 400,000 barrels per day of Canadian tar sands crude, posing a serious risk to public health and the environment. The Sierra Club continues to fight this dirty fuel and promote cleaner alternatives.

“Most Americans have never heard of tar sands, yet its extraction is one of the largest and most destructive processes in the world. The clear-cutting and mining for tar sands oil, known as ‘the dirtiest oil on earth,’ is turning Canada’s vibrant boreal forest into a poisoned wasteland. And now this environmental nightmare is threatening to stall our nation’s transition to a clean energy economy as oil companies attempt to flood our markets with this toxic fuel.”

– KATE COLARULLI
SIERRA CLUB DIRECTOR, DIRTY FUELS

Mercury, arsenic, lead, and other carcinogens exist
ANOTHER STAR FOR THE NORTH STAR CHAPTER — NORTH STAR LAND USE AND TRANSPORTATION ORGANIZING PROJECT

Over the past two years, Sierra Club’s North Star Chapter has achieved significant progress on land use and transportation issues in Minnesota by protecting open spaces, increasing public demand for transit choices, and minimizing sprawl throughout the Twin Cities. Thanks to a multi-year grant from The McKnight Foundation to The Sierra Club Foundation, the chapter conducted grassroots organizing, administrative advocacy, and public education initiatives. Specifically, it helped implement improved pedestrian and bicycle provisions; shaped the statewide transportation plan and the regional allocation of funds; launched an ambitious Transit to Green Space campaign; protected urban parkland from development and privatization; and held the annual Conference on Wheels.

SIERRA CLUB RESOLVE PRESERVES D.C. TRANSIT SYSTEM

Sierra Club members from the Great Falls Group and throughout the Washington, D.C. region collaborated through the Sustainable Metro D.C. program to stop proposed fare increases and $44 million in bus and rail service cuts.

The Club conducted administrative advocacy in seven government jurisdictions to ensure sufficient funding for the Metro, and launched a custom website to enable members and the public to share opinions and concerns with Metro service decision-makers. Additionally, the program distributed nearly 10,000 flyers, secured campaign support from local organizations and citizens, sent 1,500 email messages, and generated more than 1,800 public comments. As a result of these incredible efforts, no bus or rail services were cut.

CELEBRATING A NEW STANDARD OF FUEL ECONOMY

Over the past five years, Sierra Club grassroots activists worked state-by-state with chapter and national transportation organizers to promote higher fuel economy standards like the ones California implemented in 2004. By 2009, 13 states and the District of Columbia had adopted California’s Clean Car Standards (also called “Pavley Standards,” after California Senator Fran Pavley). This prevented 960 million metric tons of CO₂ from being released into the atmosphere that year. The Club continued its work, pushing for administrative action and, in 2010, the Pavley standards became the federal standard. The Sierra Club Foundation is proud of the long-game strategy it supported to see many of these victories realized.
Building Resilient Habitats

From its earliest days, the Sierra Club has protected wildlife and wild places, taking thousands of people each year into the outdoors to experience wilderness firsthand, then involving them in projects to save the lands they’ve explored. Unfortunately, as climate disruption causes habitats to shift, it’s no longer enough to simply save a specific piece of land. Today, the Sierra Club and The Sierra Club Foundation promote climate-smart land management and efforts to reduce outside stressors such as drilling and mining. By expanding our definition of habitat protection, wildlife and wild places will continue to thrive.

ROOM TO ROAM: HELPING MAINE’S WILDLIFE THRIVE

Strong wilderness protection requires healthy partnerships between the government, private landowners, and conservation activists. In 2010, the USDA awarded $5.9 million of Wildlife Habitat Improvement Program funding to the New York and New England region, focusing $2 million on Maine—citing the good work of the Keeping Maine’s Forests initiative, in which the Sierra Club has a leading role. The USDA funding will support private landowners who choose to improve wildlife habitat on their lands. The Club and its affiliates garnered impressive positive public participation in the New Hampshire and Maine America’s Great Outdoors listening sessions, elevating the national importance of the region. Sierra Club further engaged Secretary of the Interior Ken Salazar in the Maine conservation dialogue in 2009 and 2010, which led to direct meetings with Secretary of Agriculture Tom Vilsack and his staff throughout the year.

Meanwhile, Sierra Club activists were key in securing a strong Comprehensive Land Use Plan that will keep intact most of the 10.5 million acres of the forested lands of the unorganized territories known as the Maine Woods. The governor appointed Sierra Club members to a task force of stakeholders to fine-tune technical aspects of the Plan. “The governor called me directly when the plan was approved,” said Karen Woodsum, Maine’s Resilient Habitats Director.

In 2010, Sierra Club took more than 242,000 youth outdoors,
PROTECTING BULL TROUT HABITAT KEEPS ECOSYSTEMS CLEAN

The bull trout seeks out cold streams with ample shelter and clean gravel in the Western United States and parts of Canada. By protecting and enhancing the specific habitat requirements of the bull trout, we can improve the water quality of rivers and lakes throughout their range. As such, Sierra Club’s Resilient Habitats campaign identified as a priority safeguarding critical habitat for bull trout, a threatened species and indicator of ecosystem health.

When the U.S. Fish and Wildlife Service (FWS) reopened a 2005 rulemaking on the subject, Club organizers mobilized communities in support of an expanded conservation proposal, generating most of the public comments received by the agency. The Club drew a clear link between bull trout health and the health of wild salmon, rainbow trout, and other fish that form the foundation of a multimillion-dollar recreational economy and a cherished outdoor heritage.

In October, the FWS released a revised critical habitat designation for the bull trout. Thanks to Sierra Club’s investment in this rulemaking, 19,000 miles of streams (five times the previous length) and 490,000 acres of lakes and reservoirs (three times more than previously ordered), have been designated bull trout critical habitats. While this rule excludes lands covered by Washington State’s Forest Practices Habitat Conservation Plan, it is a tremendous and celebration-worthy improvement to America’s water habitats.

SIERRA CLUB SEALS A SWEET DEAL IN FLORIDA

The ‘River of Grass’ will flow once again—a victory Sierra Club has been working toward for years. In 2010, then-governor Charlie Crist announced the state of Florida will purchase nearly 27,000 acres of sugarcane fields from U.S. Sugar, to be restored to their natural wetland state.

The Club and its allies have long worked for a clean and healthy Everglades—protecting thousands of recreational jobs, providing safe drinking water for millions, and extending habitat for the endangered panther and manatee, and more than 350 bird species, including the iconic flamingo.

To urge the South Florida Water Management District (SFWMD) to extend a contract to purchase the land, the Club’s grassroots organizing team sent 50 supporters wearing ‘Seal the Deal’ stickers to a hearing on Seminole tribal lands. Additionally, the Club generated hundreds of emails to each member of the SFWMD Governing Board urging a vote in favor of the purchase.

U.S. Sugar has agreed to sell 27,000 of its 187,000 acres for $194 million, with options to sell the rest over 10 years. Moving the land from private to public hands will yield benefits for the residents of Florida—human and wildlife alike.

cultivating their healthy appreciation of, and dedication to, nature.
Poisonous run-off from factory farms and fossil fuel production choke our water supply, causing dangerous chemicals to seep into fragile ecosystems. Flooding and droughts, brought on by climate disruption, further degrade America’s rivers and streams. The Sierra Club works to test, enforce, and improve water quality standards, restore wetlands, and inspire local communities to fight for healthy, clean water.

REVIVING THE DEAD ZONE

A “dead zone” is an area of water so polluted with nitrogen and phosphorus that oxygen is depleted and the ecosystem is destroyed. The Gulf of New Mexico includes a 7,000-square-mile dead zone resulting from runoff from thousands of square miles of the Mississippi River ecoregion. The Sierra Club is working to fix that. Club supporters collected more than 42,000 signatures on a petition to the EPA requesting strict regulation of these pollutants in commercial operations. Today, the EPA routinely references that work as evidence of widespread public support for nitrogen and phosphorus standards as it continues to develop a strategy to curb this pollution. The Club also worked to restrict phosphorus and nitrogen discharge by organizing the new 10-state Mississippi River Issue Team. The team works strategically with local organizers and state departments of environmental quality. As a result, New York, Illinois, and Wisconsin all passed tougher regulatory standards.

WATER SENTINELS TEAM UP TO GET MORE KIDS FISHING

Sierra Club’s Water Sentinels program partnered with Recreational Boating & Fishing Foundation’s Take Me Fishing campaign, the National Military Fish & Wildlife Association, and fishing equipment manufacturer Zebco to distribute more than 500 rods and reels for use by families on military installations in the U.S. Studies have clearly demonstrated that involving children in outdoor recreation improves school performance, reduces stress, enhances self-esteem, develops interpersonal skills, and has a positive impact on overall health. Fishing is one of the outdoor activities shown to contribute to these benefits. The rods and reels provided by this program will help introduce youth to the outdoor experience and is particularly important for the nation’s military youth, who may otherwise face barriers to recreation due to overseas deployment of parents.

According to the EPA, 19.5 million Americans become ill from contaminated
SIERRA CLUB STOPS DESTRUCTIVE STRIP MINING IN FLORIDA

In July, the Sierra Club and its allies took legal action to secure a victory for Florida’s forests, wetlands, and streams. Responding to the lawsuit, a district court judge temporarily halted all strip mining activities that threaten jurisdictional U.S. waters at Mosaic Fertilizer’s 10,855-acre South Fort Meade Extension phosphate mine site in Hardee County, Florida.

The Army Corps of Engineers halted a ‘dredge and fill’ project that would have authorized the destruction of 534 acres of wetlands and 10.7 miles of streams feeding the Charlotte Harbor estuary and Peace River—a priority watershed, as designated by the EPA, and a drinking water source for 700,000 Floridians.

The Court issued its ruling based on the Corps’ failure to hold a public hearing, make permit documents publicly available, or prepare an Environmental Impact Statement before issuing the permit—all violations of the National Environmental Policy Act and Clean Water Act. The Corps also failed to properly consider the cumulative environmental impacts of the proposed mine, when hundreds of thousands of acres surrounding the Charlotte Harbor estuary and Peace River are already being strip-mined for phosphate.

LOCAL ACTIVIST FIGHTS POLLUTERS IN MICHIGAN—AND WINS BIG

Ten years ago when Lynn Henning realized that the factory farms proliferating near her family farm in Michigan were polluting the air and water and endangering her loved ones’ health, she took them on. Through the Sierra Club, Henning organized her neighbors, lobbied state regulatory agencies and the EPA, and tirelessly amassed evidence of factory farms’ dangerous manure disposal practices—collecting water samples that proved more than 1,000 violations by the Vreba-Hoff Dutch dairy cartel. Thanks to her work, 16 Concentrated Animal Feeding Operation (CAFO) dairies were shut down. The state of Michigan has a lien against Vreba-Hoff for $585,000 in environmental fines.

For her work, Lynn won the 2010 Goldman Environmental Prize for North America. In addition to meeting President Obama and EPA Administrator Lisa Jackson, she was named in Oprah Winfrey’s *O Magazine* 2010 Power List. Oprah’s team was so impressed with Lynn’s efforts, they returned to Michigan to examine how farming in her region had changed. Not only did she save her own community, her commitment illustrates the difference our 32,000 volunteer activists, nationwide, are making every day.

drinking water every year. We support clean water programs in every state.
Serving Those Who Serve

By targeting our support at the community level—where transformation begins—we help build and broaden the environmental movement. We are especially proud of our work with active duty and veteran members of the United States armed forces. From connecting military families with the healing powers of our natural heritage, to training veterans for green jobs in their hometowns, our funding prioritizes the well-being of our nation’s warriors.

NEWLY TRAINED VETERANS DELIVER ENERGY SAVINGS

With one in four construction workers currently unemployed—and as many as one in five veterans unemployed—there is an urgent need to generate good, green, and forward-looking jobs like those established through the Military Housing Energy Efficiency Project (MHEEP).

This unique initiative brings together the Sierra Club, Veterans Green Jobs, Laborers International Union of North America (LIUNA), Ardently Green, and the D.C. Project to create green jobs and cut residential energy use. The project takes a two-pronged approach that honors veterans’ service to our country by providing green job training while also offering complimentary cost-saving home energy upgrades to active duty service members.

MHEEP has provided these upgrades to more than 30 service members throughout the Northern Virginia area. Through MHEEP, veterans are identified by Veterans Green Jobs and trained to weatherize residential properties by LIUNA. Following training, the veterans will join the green economy and weatherize the homes of 50 military families in the region.

Military Families Outdoors

“One of the great lessons of recent years is that you don’t need to be a military expert to help. You don’t necessarily need to build something new to help. You can keep doing what you’re already doing and connect your work to the priorities of military families. Consider the Sierra Club, which partnered with the NMFA to create Operation Purple—summer camps that have made a difference in the lives of tens of thousands of military kids.”

— FIRST LADY MICHELLE OBAMA
ADDRESSING THE NATIONAL MILITARY FAMILY ASSOCIATION’S SUMMIT IN MAY, 2010

When a military family member is deployed or a veteran returns
MISSION SERVE EVENT:
On November 11, 2010, the Sierra Club co-hosted a Mission Serve event with Veterans Conservation Corps, partnering with AmeriCorps and EarthCorps to remove invasive plant species and plant native vegetation along Hamm Creek near Seattle. This restoration effort was begun by Jon Beal, a veteran who made it the last cause of his life to save this important watershed for salmon. Seattle Mayor Michael McGinn—a former Sierra Club chapter leader—was on hand to help and share a few words about the significance of Veterans Day.

“What we give can never come close to what people who serve in the military and their families sacrifice for all of us. I am doing what I can to support our veterans and encourage other philanthropists to step forward to help our nation’s heroes in a time of great need. I am proud to partner with The Sierra Club Foundation to connect military families to the healing power of our natural heritage.”

– DAVID GELBAUM
CEO OF ENTECH SOLAR

home, our programs provide strength, relief, and healing.
Environmental Justice & Community Partnerships

Climate disruption is not an equal opportunity threat. People of color, indigenous communities, and low income families bear disproportionate burdens such as asthma, certain types of cancer, cardiac problems, and heat-related deaths. It’s not right. Over the past decade, through carefully nurtured relationships, the Sierra Club has been bringing the environmental health issues of these most vulnerable communities into the national spotlight.

RE-DUCING THE RISK OF CULTURAL ENDANGERMENT IN THE GULF COAST

Reliant on shrimping, fishing, oystering, and hunting since before Louisiana was a state, the livelihood of the United Houma Nation of the Gulf Coast has been devastated by the BP oil disaster. With limited internet access and minimal interaction with other media, the Houma Tribe is challenged to stay current on details about the spill. To ensure they are informed about the health and legal issues they face, Sierra Club’s Environmental Justice organizer, Darryl Malek-Wiley, met with the Tribe several times on their land in Raceland, Louisiana. Malek-Wiley, who has been collaborating with communities in the South for more than 30 years, provides them with information on spill-related issues, such as the composition of the notorious oil dispersant and who to contact if they spot oil creeping into their waters. In the face of the worst oil disaster in American history, we stand beside the Houma Tribe to ensure their rights and needs as a culture are met.

RECYCLING THE WAY TO A HEALTHIER DETROIT

Residents of neighborhoods in the 48217 zip code had been living with toxic air pollution for far too long. Sick and tired of horrific air quality—from a local incinerator and more than 25 other high-polluting facilities—community members (85% of whom are African American) and Sierra Club’s Environmental Justice program joined forces to bring about sorely needed change. The Club has been battling to shut down the incinerator—located directly across the street from a high

Low-income communities and people of color bear disproportionate
school—that is poisoning the neighborhood with mercury and lead. Club volunteers Ed McArdle, Anna Holden, and Carol Izant pushed the city to sever its incinerator ties for economic reasons.

“Not only is the incinerator bad for our local community’s health,” said local Club organizer Rhonda Anderson, “it’s not a sustainable, job-creating solution, either.” Anderson and her team have been instrumental in starting two pilot recycling projects, with the goal of providing city-wide curbside recycling—thus creating jobs while “starving” the incinerator. By organizing and attending meetings with heads of key city departments, the Club helped increase the number of residences served by the program while ensuring future funding. Anderson noted, “By converting to citywide curbside recycling, we will create new, good, green jobs and healthier communities overall.”

ENVIRONMENTAL JUSTICE PROGRAM NATIONAL HIGHLIGHTS

- **Washington, D.C.**: The Anacostia Coordinating Council contacted the Sierra Club to help organize a forum on *How Do We Create Vibrant, Sustainable East of the River Communities?*. Residents, public officials, businesses, and community groups convened for the daylong event. Local Environmental Justice organizer Irv Sheffey led the discussion about turning this underserved area—which contains highly polluted waterways and neighborhoods—into a healthy, sustainable, and thriving community.

- **West Virginia**: In November 2010, the Sierra Club co-sponsored *The Toll of Coal: Cradle to Grave Impacts of Coal on Human Health*. Held in Huntington, West Virginia, the conference focused on the adverse health effects and subsequent $96 million in annual health care costs that arise due to America’s coal dependency. Rita Harris, the Club’s Environmental Justice organizer in Memphis, served as keynote speaker. The conference also included educational workshops connecting grassroots workers with scientists, doctors, and other coal experts.

- **South Carolina**: Residents in a low-income African American neighborhood in rural Barnwell County, South Carolina, suspected their backyard wells were being polluted by a nearby industrial facility. The Sierra Club responded to their request for help, prompting the EPA to test the wells. The investigation revealed contamination from mercury and other harmful toxins, and the Club succeeded in securing access to safe drinking water through city water lines.

- **Puerto Rico**: Since government protection of the Northeast Ecological Corridor was removed in 2009, the Sierra Club has been fighting to reinstate it. By promoting local recreation and economic opportunities, the Club is strengthening the connection of the community to the Corridor. Thanks to grassroots public education efforts, Puerto Rican officials could no longer postpone the issue. In 2010, the government made a new proposal and scheduled several public hearings in early 2011 on the new boundaries of the ecological area.

environmental burdens, especially from pollution and health issues.
Victories Across the Nation

As funders of one of the most aggressive climate change campaigns in the country, our donors might expect the Club to have a presence in Washington, D.C., New York, Chicago, and on the West Coast. What many don’t know is that the Sierra Club is in every state in the U.S. Here are a few examples of the national programs supported by The Sierra Club Foundation and their local impact.

**America’s Great Outdoors**

When the Obama Administration launched the America’s Great Outdoors initiative, giving citizens a chance to weigh in how public lands should be managed as climate change shifts ecosystem boundaries, the Sierra Club not only encouraged members and supporters across the nation to attend public meetings to voice their opinions, it also engaged a strong youth coalition. The Building Bridges to the Outdoors program brought together more than 320 young people to participate in nine roundtable events about wilderness management and reconnecting youth with the great outdoors.

- Albuquerque, NM
- Annapolis, MD
- Charleston, SC
- Chicago, IL
- Golden, CO
- Los Angeles, CA
- New York, NY
- San Francisco, CA
- Seattle, WA

**Water Sentinels**

In 2010, Water Sentinels had more than 12,000 certified water quality monitors testing the nation’s water in 48,000 square miles of watershed that is home to 184 million Americans. Data collected is used to educate the public, advocate for cleaning up polluted waterways, and alert state and federal regulatory officials of serious water quality violations.

Through partnerships with Trout Unlimited, the Federation of Fly Fishers, the National Military Fish and Wildlife Association, and Sierra Club’s Inner City Outings, the Water Sentinels program is active in every state.
Coal Ash Hearings

More than 2,000 Sierra Club volunteers, organizers, and supporters attended eight hearings across the nation to show support for strong federal safeguards against toxic coal ash. More than 10,000 comments were sent to the EPA via email and postcards demanding enforceable safeguards.

- Arlington, VA
- Charlotte, NC
- Chicago, IL
- Dallas, TX
- Denver, CO
- Knoxville, TN
- Louisville, KY
- Pittsburgh, PA

Resilient Habitats

Whether working to get species listed as endangered, or protecting their habitat, the Sierra Club works all over the country on behalf of wilderness and wildlife, especially as climate change shifts habitat ranges. In 2010, the Club helped to designate thousands of river miles and acres of lakes for the bull trout, promoted climate-smart management of forested lands in Maine, and expanded a critical habitat for Canada lynx in the Rockies.

Bull Trout: Idaho, Oregon, Washington (including 754 miles of marine shoreline), Montana, and Nevada
Moose, Bald Eagle: Maine
Lynx: Rocky Mountains in Colorado, Idaho, and Montana

Sierra Student Coalition

Present on 63 campuses, the Sierra Student Coalition (SSC) works to transition universities powered by coal to cleaner energy sources. By empowering more than 75,000 young leaders, the SSC has pushed 10 campuses to move beyond coal by 2020.

- University of North Carolina (Chapel Hill, NC)
- Binghamton (upstate NY)
- University of Illinois at Urbana-Champaign
- University of Louisville (KY)
- Case Western Reserve University (Cleveland, OH)
- Western Kentucky University (Bowling Green, KY)
- Missouri University of Science & Technology (Rolla, MO)
- Penn State University (University Park, PA)
- Purdue University (West Lafayette, IN)
- University of Wisconsin–Madison

There are 31 additional campuses that SSC will be pushing for this year.

Oil Leasing Stopped / Wilderness Protected

As a result of work with Alaska Natives and the Arctic Activist Network, 170,000 acres of critical habitat and buffer zones near Lake Teshekpuk, located in the Western Arctic Reserve, are protected from oil and gas development. Also, 44,000 acres of the Wyoming Range will be off limits to oil and gas drilling thanks to our efforts with a coalition. This area is inhabited by moose, elk, and the threatened Canada lynx.
An independent, volunteer Board of Directors, supported by a professional staff, governs The Sierra Club Foundation. The Board primarily focuses on enhancing the overall performance of the Foundation and supporting the charitable and educational work of the Sierra Club and other grantees.

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“I am involved with The Sierra Club Foundation for several reasons: primarily, I subscribe to the values and goals of the Sierra Club and believe it to be the most influential conservation organization in the U.S.A. I am especially impressed with the Club’s efforts to engage youth with the outdoors and conservation.”

– DOUG WALKER
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— LYNN JURICH THE SIERRA CLUB FOUNDATION BOARD
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Sidney Stern Memorial Trust
Stoller Family Charitable Lead Annuity Trust
The Suggs Family Foundation
The Summit Charitable Foundation
Summit Fund of Washington
Suwinski Family Foundation
Swimmer Family Foundation
Charles L. & Harriette S. Tabas Foundation
The David G. Taft Foundation
Thanksgiving Fund
The Laney Thornton Foundation
Tides Foundation
Town Creek Foundation
TSC Foundation, Inc.
University of California
Wallace Global Fund
Richard D. Waterfield/Waterfield Foundation, Inc.
H. H. Weinert Foundation
Adam J. Weissman Foundation
The Weissman Family Foundation
Welton Family Foundation
Western Clean Energy Campaign
Western Resource Advocates
Westport Fund
WestWind Foundation
Wiamcko Charitable Foundation
William B. Wiener, Jr. Foundation
Wilburforce Foundation
George B. & Oma E. Wilcox and Gibbs M. & Catherine W. Smith Charitable Foundation
Wilcox-Smith Foundation
Wildebeest Fund
Wilderness Community Education Foundation
Wildlife Forever Fund
Rachel B. Williams Foundation
A.H. Zeppa Family Foundation
Rachel Carson Society

The Rachel Carson Society honors those who have made a testamentary gift for our future programs.

Anonymous
Gay Abarbanell
Marjorie Abrams, Ph.D.
Diana Abrashkin
Mary Adamson & Richard Harrington
Stanley & Hope Adelstein
Dr. Dorrit Ahbel
Thomas & Sandra Ahlstrom
Jay Albrecht
Wanda Broadie-Alexander
Robert Allen
Robert T. & Marilyn M. Allen
Jeff Altman*
Ed Ammen
Bud & Jackie Anderson
Jack & Charlotte Anderson
Judy Anderson
Dr. Heather Anderson
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Jeri & Gus Andrews
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Camille Armstrong & Geoffrey Smith
Orville M. Armstrong
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Jonathan & Elaine Austin
Dr. Frederick Austin
Mauricio L. Austin
Carlos & ToyokoAnn Avila
Fritz & Ginger Bachem
Messrs. Baidas & Reeves
Virginia H. Baker
Lynn Balfour
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Chris Ballantyne
Dr. Galen O. Ballard
Tania Banak
John H. Bannister, M.D.
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Carol Baskin
Kurt Bauereiss
Dan Baumhardt
Steven Bechard
Henry T. J. Becker
Jill Brown Becotte
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Charles & Ann Belmont
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John E. Benson & M. Leita Kingsland
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Dr. Barbara L. Bentley &
Dr. Glenn D. Prestwich
Kathleen A. Beres & Miller D. Einsel
Stephen P. Berkowitz
Irv & Jan Berlin
Gloria B. Berman*
Robin Berrington
Robert Hunt Berry in memory of
Homer Hill Hunt
Beth C. Bertram
Brian Besser
Stephen A. Bessone
Melanie & Harvey Billig
Mary E. Binder
Elena Biondi
Flo Bisanz
Virginia Black
Hallie & Howard Blau
Maja S. Block
Kevin & Deborah Block-Schwenk
Gina Kindshi Bloom
Myron & Shirley Blumberg
Philip & Amy Blumenthal
Joan Boer
Mary-Ed Bol
John & Christel R.* Boles
Elizabeth M. Bonnett, Ed.D.
Michelle Borodinsky
Jon Lynn Bosh &
Worthington Robert Smith
Ron & Sheila Bosworth
Jean Marie Bradshaw
James & Margaret Brady
V. M. Brainard
JoAnna Brand
Phil Brandis
Robert Brashear-Kauflers &
Randy Kauflers
Col. Theodore R. Dale, USAF Ret. &
Dey Brasil-Dale
John & Novella Breedeson
Deborah Brient
Leonard Brill
Cheri Briscoe
Joan Lisa Bromberg
Alice & Peter Broner
John Emery Brown
Natalea G. Brown
Allan & Marilyn Brown
Nancy G. Brown
Ron O. & Nancy C. Bryant
Maynard P. & Katherine Z. Buehler
Melissa Kaufmann-Buhler
John Nicholson Bulica
Otis Kidwell Burger
Janet & Russ Buschert
Kathryn M. Buster
Brian M. Buxton
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Janet Cappa
Jim Callison
Kathleen & Craig Campbell
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Barbara B. Carl
Paula Carrell
Chip Carroon
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Charles B. Cash, Jr. & Catherine Lippert
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Ed Cencora
Dolores R. Cerra
Clarence Chaplin
Stan & Solveig Cherim
Amy T. Cherot
Randy Ching
Alice Chornesky
Donald Chorzempa
Greg & Rose Christianson
Michael Jay Chusmir
Daniel L. Ciske & Sandra J. Ciske
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Portland Hathaway Coates
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Joseph Cohen & Claire Cohen
Chip Conway
Janet T. Cook
Joe Cook & Anna Jeng
Louise V. Cortright
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Sandy Cota
Jo Coudert
Robert Cox
Mary Crisp in Memory of
Ed Wohlwender, Jr.
Ken & Carolyn Croker
Elizabeth Ann Cromey &
Robert Warren Cromey
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Oliver* & Helen M. Dalton
Sali Dalton
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Rev. Kenneth R. Daughtery
Deryk Davidson
Dr. Bruce Davie
Ken & Marjorie Dawdy
Alia G. Dawe
Dorothy A. Dawson
Susanna de Falla
Felix J. De Martis
A. L. Deane
Shulamit Decktor
John & Cathy DeCock
Susan & Jimbo Dehmlow

* Deceased
Jean Deleage  
Dale Della Rosa  
Lyn deMartin  
Steve Denner  
Elizabeth J. Devins*  
Pat & Forrest Cummings  
Israel R. Diaz  
Jim & Nathalie Diener  
Darryl Dill  
William S. Dillingham  
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Martin C. Dodge  
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Patricia Dotzler  
Carol A. Doyle  
Stephanie Dragon  
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Franklin DuMoulin  
Patricia Dunbar  
Steven Dungan  
Pat Dunkel  
Arthur J. Dusdall  
Diane D. Eames  
Stanley D. Echols  
Bernard & Sheila Eckstein  
Eric & Debora Edmunds  
Ola Masefield Edwards  
Norman Egger & Bill McCormack  
in memory of Walter Anderson  
Walter Ellert  
Audrey Ellinger & Rita Anton  
Frank W. Ellis  
Margaret Daniel Endres  
Dale Engelberg  
John M. Erskine  
Marty & Deb Essen  
William S. Etnyre, Ph.D.  
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Olive Evans  
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Lyndelle Fairlie  
John & Genevieve Fairval  
Al Farmes  
Joel D. & Ellen S. Fedder  
Martha Fergen  
Dr. William E. & Stephanie S. Ferguson in  
memory of Richard Edward Ferguson  
Carl & Susan Ferree  
Richard Fiddler  
Mona Field  
Jane Finley  
Robert W. Fioretti  
Gary Fitzsimmons  
Joan L. Flanders  
Ruth L. Flock in memory of Lloyd C. Flock  
John S. Folchi  
Phyllis Fong in remembrance of  
Esther & Vincent  
Gunther S. Fonken & Angnes J. Hughes  
Mr. & Mrs. Joe Fontaine  
Mr. & Mrs.* John Patrick Ford  
Joe Foss  
Robert & Patricia Foster  
Dr. Terry L. & Pamela S. Fouts  
Frances Holmes Fowler  
George & Sophia J. Fowler  
Catherine E. Fox  
Gerald & Heidi Fox  
Laurence R. Fox  
Stephen D. Fox  
Gerald & Donna Foy  
Mary Linda Francis  
Barbara & Donald Frank  
Charles E. Frank  
John L. Franklin  
Barbara J. Fraser  
Walter J. Fraser  
Violeta F. Rodriguez  
Amy J. Fredrick  
Frank Frucchi  
Donald M. Fuhrer  
Sue Fuss  
Mary R. Gale  
S. Joseph Gamble  
Jeffrey Gannon  
Helen A. Garcia  
B. I. Garlinghouse  
Ruth Garlow*  
Jeff Garmon  
Michele Garside, Ph.D.  
Phyllis F. Gebauer  
Oscar H. Geralds, Jr.  
Martin & Bodil Gerotwol  
Miss Noel Gersonde  
Thomas Gerwotowski  
Dr. June Gill  
Lois & Kent Gill  
Kay Gillis  
John H. Glanville  
Richard* & Fran Glass  
Charles & Neva Glenn  
Johanna Goering  
Donald Gold  
Mr. & Mrs. Peter Golling  
Torrey Lisa Goodman  
Emma Leigh Goodwin  
Ms. Jonah Otelsberg, Ph.D.* &  
Peter David Goodwin  
Gayle Gordon & Ken Feldman  
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Milton & Joan Gottlieb  
Hugh Gourdin  
Dee Graham  
Dr. & Mrs. John L. Graham  
Edward M. Graves  
Mary A. Gravitt  
Fredianne Gray  
S. Paul Gray  
James A. Greco  
Keri Green  
Paul J. Green  
Rebecca Green  
Ruth Green  
William H. & Anne E. Green, Jr.  
Miriam Greenblatt  
Minna C. Greene  
Teryna Gregory  
Melanie L. Griffin  
Waldo R. Griffin  
Steve Griffths  
Dr. Thomas A. Griggs  
Donald Gruber  
Bob Grunloh  
Ralph Guulickson  
Elizabeth A. Gunn-Diest  
Bob Gunning  
Melva C. Hackney  
Madeleine Joyce Hagen  
Dick Hague & Otto Bremerman  
Ely Haimowitz  
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Melissa Jones Hamilton  
Joseph & Yvonne Hammerquist  
Susan Ann Hampton  
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Peter & Harriet Hanauer  
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Charles O. Harrison  
Tim & Rainy Hartley  
Mary Jane & Shattuck Hartwell  
Honor Hartzog  
Molly Perkins Hauck  
William E. Hauser in memory of  
Sally E. Hauser  
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John R. & Maryann Hayes  
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Wilbert Heinz  
Wm. N. Helgeson  
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DeWitt Henderson  
Judith Hendler  
Carol Alice Henning  
Robert Henry  
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Jim & Sue Higman  
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Gale B. Hill  
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Ken Hillier  
Holly & Rollie Putnam  
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Tom & Lee Ann Hodges  
Ray Hoekstra  
Wendy Hoffspiegel  
Joseph M. & Sandy S. Hogan  
Marjory Holder  
Sally J. Houg  
Bob Hunsinger  
Marcia Hoodwin  
Melissa Hope  
Walter & Diana K. Hotchkiss  
Jack H. Houvouras  
John K. & Janice L. Howie  
Dennis & Christine Hrdina  
Joseph E. Huard  
William Hughes  
Diane J. Huisenga  
Diana M. Hulet  
Clarice Hunter  
Ron Huffmeier & Kathy Hunter  
Richard L. Huttlinger  
Katherine E-G Iacovelli  

“I believe that people should provide for their  
families, but I also believe we need to leave the  
planet in better shape than its current state.”  
— SELMA RUBIN  RACHEL CARSON SOCIETY
Joseph Iagnemmo
Libby Ingalls
Mina C. Ingersoll
Maryann Inman
Corinne Irwin
Justin B. Israel & Ms. Emel Glicksman
Guy Jacob
Laura B. Jacob
Nicholas A. Jarina
Allen Jedlicka & Wendy Brudevold

Dr. & Mrs. Louis K. Jensen
Ken & Wynn Johnson
A. Stephen Johnson
Elizabeth A. Johnson
Friends to Preserve Natural Resources
Dr. Jann Johnson
Richard W. Johnson & Lauretta L. Riker
Robert E. Johnson
Ken Johnston, Buddhist
Mark R. Johnston
David & Susan Jonas
Jack Jonas
Keith Evan Jones
Kristine E. Jordan
Steve Theofilos
Judith Joy
Jay M. Julian
Robert Kaarto, Jr. & Teodoro Maniaci
Hildegard Kaigler
Les & Denise Kangas
Kenny Karem
Richard Kark
Susan & John Karlin
Ellen Kastius
Dr. Paul D. Kay
Harold & Patricia Keaimes
Ann Keenan
Marcia E. Keimer
Bill S. Keller
JoAnne E. Kenney
Elaine R. & Stuart G. Kent
Kathie Kerler Bastian
Anna Lou Kett
Kenneth & Eleanor Kidd
Wilfred Kimball
Robert King
Bruce B. Kingman
Mike & Sally* Kittross
Larry & Pat Klaasen
Ronald P. Klein
Arthur Law Knight
Bruni Kobbe
Ruth Anne Kocour
Albert J. Koegel
Mrs. Helen C. Koenig
Albert J. Koegel
Ruth Anne Kocour
Mary J. Packard & Gary C. Packard
Cas Overton
Drs. Susan Ott & David Ralph
John Mertes
Donna M. Paino
Maryann Inman
Mina C. Ingersoll
Libby Ingalls
Joseph Iagnemmo

* Deceased
“Sierra Club’s values are my own values, so it was only natural to put my money where my values lie.”

— CORNELIA SMITH RACHEL CARSON SOCIETY
Mission-aligned investing was the focus of the Foundation Investment Committee’s work in 2010. With investment managers increasingly integrating environmental, social, and governance (ESG) factors into their investment strategies, the Board of Directors believes this is an ideal time to better align the Foundation’s values with investment objectives and its fiduciary responsibility to donors.

### The Sierra Club Foundation Statement of Financial Position
December 31, 2010 and 2009

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$3,315,198</td>
<td>$1,022,659</td>
</tr>
<tr>
<td>Money market funds</td>
<td>13,286,850</td>
<td>23,381,330</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>236,444</td>
<td>256,421</td>
</tr>
<tr>
<td>Contributions receivable, net</td>
<td>5,618,534</td>
<td>2,588,650</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>14,842</td>
<td>13,929</td>
</tr>
<tr>
<td>Investments</td>
<td>68,812,977</td>
<td>60,612,241</td>
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<tr>
<td>Property and equipment, net</td>
<td>105,181</td>
<td>125,736</td>
</tr>
<tr>
<td>Assets held under split-interest agreements</td>
<td>15,479,848</td>
<td>14,920,311</td>
</tr>
<tr>
<td>Investments – Property</td>
<td>221,500</td>
<td>—</td>
</tr>
<tr>
<td>Other assets</td>
<td>235,534</td>
<td>223,084</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>107,326,908</strong></td>
<td><strong>103,144,361</strong></td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>711,378</td>
<td>685,561</td>
</tr>
<tr>
<td>Grants payable</td>
<td>4,566,008</td>
<td>3,917,561</td>
</tr>
<tr>
<td>Liabilities under split-interest agreements</td>
<td>10,353,039</td>
<td>10,031,842</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>15,630,425</strong></td>
<td><strong>14,634,964</strong></td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Undesignated</td>
<td>23,766,549</td>
<td>21,106,563</td>
</tr>
<tr>
<td>Board-designated</td>
<td>15,902,606</td>
<td>22,181,970</td>
</tr>
<tr>
<td><strong>Total unrestricted</strong></td>
<td><strong>39,669,155</strong></td>
<td><strong>43,288,533</strong></td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>39,182,113</td>
<td>32,932,487</td>
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<tr>
<td>Permanently restricted</td>
<td>12,845,215</td>
<td>12,288,377</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>91,696,483</strong></td>
<td><strong>88,509,397</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$107,326,908</strong></td>
<td><strong>$103,144,361</strong></td>
</tr>
</tbody>
</table>

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

**December 31, 2010 and 2009**

<table>
<thead>
<tr>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues, Gains &amp; Other Support</strong></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$40,944,626</td>
</tr>
<tr>
<td>Contributions related to split-interest agreements</td>
<td>203,372</td>
</tr>
<tr>
<td>Bequests</td>
<td>7,739,089</td>
</tr>
<tr>
<td><strong>Total Contributions</strong></td>
<td><strong>48,887,087</strong></td>
</tr>
<tr>
<td>Net gains from investments</td>
<td>5,134,121</td>
</tr>
<tr>
<td>Interest and dividends</td>
<td>1,721,436</td>
</tr>
<tr>
<td>Net change in value of split-interest agreements</td>
<td>275,981</td>
</tr>
<tr>
<td>Other income (loss)</td>
<td>90,065</td>
</tr>
<tr>
<td><strong>Total Revenues, Gains &amp; Other Support</strong></td>
<td><strong>56,108,690</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>47,653,449</td>
</tr>
<tr>
<td>Support services:</td>
<td></td>
</tr>
<tr>
<td>Administrative</td>
<td>1,041,539</td>
</tr>
<tr>
<td>Fundraising</td>
<td>4,226,616</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>52,921,604</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net assets</td>
<td>3,187,086</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>88,509,397</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td><strong>$91,696,483</strong></td>
</tr>
</tbody>
</table>

### The Sierra Club Foundation Summary of Expenses 2010

- **90%** Programs, Grants & Services
- **8%** Administrative
- **2%** Fundraising

2010 financial information is unaudited. 2009 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 view the complete audited financial statements, please visit www.tscf.org or contact The Sierra Club Foundation.
Building a just and healthy society—one in which both humans and nature thrive—is not only a compassionate choice, but also a wise one. This kind of smart, opportunity-focused investment is what will move us into a future that is economically prosperous and environmentally sound.

The Sierra Club Foundation is proud to have earned a four-star rating from nonprofit watchdog Charity Navigator, as well as an A+ from the American Institute of Philanthropy, and spends more than 90 cents of every dollar on conservation programs.

The donors with whom we partner and the grantees we support are all part of this solutions-oriented effort. Our collaboration is about more than dollars for programs. Rather, it is about investing in people, places, and ideas in ways that bring the most benefit—investment that cultivates the change we need to grow healthy people and a healthy planet.

We hope you will join us.

Gifts of any size to The Sierra Club Foundation contribute to building a vibrant and diverse firmly on the path to a greener future. To make a gift, please visit www.tscf.org or call
environmental movement that can set our country 415.995.1780. Thank you!
A healthy planet begins with a strong foundation.

With 1.4 million members and supporters representing every state in the nation, the Sierra Club is uniquely positioned to provide global leadership on a local, national, and increasingly international level.

The Sierra Club Foundation, as fiscal sponsor of Sierra Club’s charitable work, has been instrumental in achieving our shared environmental goals. Our board and staff raise charitable funds, preserve and enhance these assets, and ensure they are used appropriately.

We do this so future generations will inherit a healthy planet with wild places left to explore.