



## ESNC Member Organizations

African Wildlife Foundation  
 American Farmland Trust  
 American Forests  
 American Rivers  
 Arbor Day Foundation  
**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  
 The Conservation Fund  
 Conservation International  
**Conservation Trust for North Carolina**  
 Defenders of Wildlife  
 Earth Day Network  
 Earthjustice  
**Eno River Association**  
 Environment America  
 Environmental and Energy Study Institute  
**Environmental Defense Fund—North Carolina**  
 Environmental Law Institute  
 Friends of the Earth  
**Friends of the Mountains-to-Sea Trail**  
 Izaak Walton League of America  
 Jane Goodall Institute  
 Land Trust Alliance  
 National Fish and Wildlife Foundation  
 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 Coastal Land Trust**  
**North Carolina Conservation Network**  
**North Carolina League of Conservation Voters Foundation**  
**North Carolina Rail-Trails**  
**North Carolina Sustainable Energy Association**  
**North Carolina Wildlife Federation**  
 Oceana Inc.  
 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  
 Scenic America  
**SEEDS**  
 The Sierra Club Foundation  
**Southern Alliance for Clean Energy**  
**Southern Environmental Law Center**  
 Student Conservation Association  
 Surfrider Foundation  
**Tar River Land Conservancy**  
**Triangle Land Conservancy**  
**Trout Unlimited, North Carolina**  
**Trust for Public Land**  
 Union of Concerned Scientists  
**Western North Carolina Alliance**  
 The Wilderness Society  
 Wildlife Conservation Society  
 World Wildlife Fund

## Annual Letter from ESNC Board President, David Coats

Fiscal Year July 2012 – June 2013



David Coats

In my nine years serving on the EarthShare North Carolina board, I have seen the impact that our Member nonprofits have had on the health, quality of life, and natural heritage of North Carolinians. Through these programs, they have also strengthened the foundation for our economy.

Preservation of landmarks like the Blue Ridge Parkway safeguards and advances tourism which contributes \$18 billion per year to the economy. Establishment of policies like the Renewable Energy and Energy Efficiency Portfolio Standards provides the foundation for job creation, with a net increase of 21,163 clean energy jobs from 2007 to 2012. Keeping farmland in production helps ensure the health of agriculture, which contributes \$70 billion to the economy annually.

Less easy to measure is the value businesses place on sustainability when choosing to locate in North Carolina. Companies like Siemens and Sierra Nevada noted quality of life for employees among the top reasons for bringing their companies to our State.

The prosperity of North Carolina hinges upon careful stewardship of our natural resources, and ESNC Member nonprofits are integral to helping foster that careful stewardship. During the 2012-2013 year, ESNC created new pathways and partnerships to bring more people and financial resources to the work of these organizations. With the new workplace partners listed in this report, we introduced a growing number of employees to environmental causes.

ESNC also put the wheels in motion to develop a Corporate Forum project that will create an opportunity for business and conservation leaders to have a discussion about their shared interest for a thriving North Carolina.

We are encouraged by the corporate leadership seen in companies like Accenture featured in this newsletter, and the potential for new ideas and partnerships to come.



David Coats  
 ESNC Board Chair



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



#### BOARD OF DIRECTORS:

Anne Claire Broughton,  
Vice President, Durham

Lee Bush, Gibsonville

David Coats, President, Raleigh

Faith Crowley, Treasurer, Clayton

David Emmerling, Greenville

Pam Fulk, Pittsboro

Tim Gestwicki, Charlotte

Todd Huston, Charlotte

Jeff Lawyer, Winston-Salem

Dayatra Matthews, Raleigh

Kim Reitterer, Charlotte

Diane Richards, Lake Lure

#### STAFF:

Heather Beard, Executive Director

Cindy Brown, Administrative Associate

Allison Harrison, Outreach and  
Employee Engagement Associate

331 West Main Street, Suite 505  
P.O. Box 196 Durham, NC 27702

#### CONTACT ESNC:

(919) 687-4840

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.

## Highlights from FY 2012–2013

- **New Workplace Partners:** BuildSense, South Hampton Roads CFC, Central Piedmont Community College, Lawyers Mutual, Durham County, Moore&VanAllen
- **Connecting People with Conservation:** 70+ presentations and events with employee groups; employee volunteer projects ranging from trail maintenance to garden box building
- **Getting Outdoors:** 4,500 people took part in the 6th Annual Campout!Carolina event; celebrating NC's natural heritage in back yards and parks across the state
- **Broadcasting the Impact:** 1700+ subscribers to *NC E-News* learn about the impact ESNC Member Organizations are having on NC's air, land, water wildlife, and economy
- **Financial Support for the Environment:** Giving to the environment exceeded \$415K. By diversifying operational support, ESNC kept costs associated with campaigns and programs to Member organizations low, at 17.6% of campaign receipts; overall fundraising and administrative expenses total 9%



## ESNC ANNUAL MEETING AND AWARDS CELEBRATION

ESNC Member Organizations and Board met on May 7th to celebrate the accomplishments of the last year and make plans for 2013–2014. We announced the following awards to honor workplace partners, volunteers and supporters who made substantial contributions to the accomplishments of ESNC.

#### ESNC Campaigns of the Year:

Craft Insurance Center  
CFC Onslow

#### ESNC "Hero":

(For selfless service and dedication to ESNC)  
Shelley Colvin

#### ESNC Campaign Coordinator of the Year:

Kristy Kent, Blue Cross Blue Shield of North Carolina

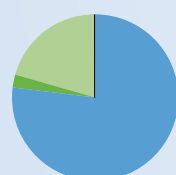
#### ESNC Member Representative:

In recognition of an individual who is an unmistakable asset to the coalition  
Jim Warren, Carolina Raptor Center

#### ESNC "Community Friend":

(For Extraordinary Contributions to ESNC)  
VF Corporation

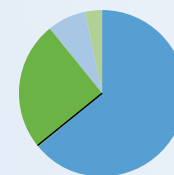
## 2012–2013 FINANCIAL REPORT



#### REVENUES

|                            |           |
|----------------------------|-----------|
| ■ Campaign Revenues        | \$441,073 |
| ■ Affiliates Fees and Dues | \$14,500  |
| ■ Operating Income         | \$115,533 |
| ■ Interest                 | \$789     |

**Total \$571,895**



#### EXPENSES

|                    |           |
|--------------------|-----------|
| ■ Allocations      | \$370,367 |
| ■ Depreciation     | \$464     |
| ■ Program Services | \$144,848 |
| ■ Administration   | \$44,189  |
| ■ Fundraising      | \$17,875  |

**Total \$577,743**

# 7<sup>th</sup> Annual CAMPOUT!CAROLINA

On the weekend of October 11<sup>th</sup>, 3,359 celebrated all that North Carolina's great outdoors has to offer by participating in the 7th Annual Campout!Carolina event. Here are some reasons people gave for taking part: "Participated last year and the girls loved it." "We have decided to make it an annual camp out weekend." "Because it is a fun way to connect people around the state who enjoy the same thing." "Fall is the best time for camping, plus I like to see how many others are "under the stars" with me.



Congratulations to Lani Perdue of Troop 1519, winner of the REI Photo Contest, "Best Group Photo" category



Mark your calendar for Campout!Carolina 2014: October 10 – 12th. You can also visit [CampoutCarolina.org](http://CampoutCarolina.org) to see all photo contest winners and submissions.

## ESNC Welcomes Additions to the Team



### New ESNC Staff Members



**Allison Harrison** joins the staff in March as the Outreach and Employee Engagement Associate. Allison will develop programs to connect NC employees to the work of ESNC Member Organizations. Allison has a Masters in Social Work from UNC Chapel Hill and brings advocacy, community education, and program management experience to ESNC.



**Cindy Brown** joined the staff in January as the Program and Administrative Associate. Cindy is a graduate of Virginia Tech, has worked as a software engineer, web-designer, instructor and project leader, and now brings her organization, technical knowledge and people skills together to the benefit of ESNC.

### Sign up to Receive NC E-news!

Visit [www.earthsharenc.org](http://www.earthsharenc.org) and sign-up for a bi-monthly NC E-news subscription to keep up to date with the latest accomplishments for the environment in NC.

### New Board Members



**Pam Fulk, Executive Director, Carolina Tiger Rescue**

Pam has worked in the nonprofit field for over 30 years in the areas of resource development, program planning and evaluation, policy and management. She directs the nonprofit wildlife sanctuary whose mission is saving and protecting wild cats in captivity and in the wild.



**Daytra Matthews, Senior Vice President, Legal and Compliance, Local Government Federal Credit Union**

Day is a graduate of both UNC-Chapel Hill and Duke University School of Law. She is the President of the Capital City Lawyers Association, and Member of the board for the Minorities in Profession Committee for the NC Bar Association.



**Kim Reitterer, Owner and President, Elm Engineering, Inc.**

Kim launched the company in 2005 as one of the first local professionals to offer sustainability consulting, energy audits, and LEED services. She is an award winning lighting designer and gives presentations at local and national conferences on energy audits, lighting, sustainability, LEED and renewable energy systems.

**ESNC's successes in 2012–2013 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  
 Daniel Clark  
 Shelley Colvin  
 Norm and Nancy Gustavson  
 Daphne Haraburd  
 Emily Schieffer  
 Deanna Springall

**ESNC '12–13 Board of Directors**

David Coats, President, Raleigh  
 Anne Claire Broughton, Vice President, Durham  
 Charles Brummitt, Immediate Past President  
 Faith Crowley, Treasurer, Clayton  
 Kathleen Gray, Secretary  
 Lee Bush, Elon University  
 David Emmerling, Washington  
 Tim Gestwicki, Charlotte  
 Beth Gettys Sturkey, Durham  
 Todd Huston, Charlotte  
 Jeffrey T. Lawyer, Winston-Salem  
 Diana Richards, Lake Lure  
 Andy Smith, Durham

**Corporate/Grant Funders**

The Art of Freeman Beard  
 Aveda  
 Blumenthal Foundation  
 Costco  
 Eastern Outdoor Reps Association  
 Enterprise Holdings Foundation  
 Great Outdoor Provision Company  
 Kroger  
 Mary Goddard Pickens Foundation

Marcia Angle & Mark Trustin Fund of Triangle Community Foundation  
 Net Friends, Inc.  
 Ninth Street Bakery  
 Park Foundation  
 Recreational Equipment, Inc.  
 SciMed Solutions  
 Shakori GrassRoots Festival of Music and Dance  
 SJ Edwards Foundation  
 Sports Endeavors  
 Svetkey - van der Horst Fund of Triangle Community Foundation  
 Trader Joe's  
 Whole Foods – Raleigh  
 VF Foundation  
 Vimala's Curryblossom Cafe  
 Z. Smith Reynolds Foundation

**Individual donors**

Ann and Lex Alexander  
 Freeman and Marcia Beard  
 James Brooks  
 Anne Claire Broughton  
 Charles and Lois Brummitt  
 Lee Bush  
 Sandra Cianciolo  
 David Coats and Nancy Schoellkopf  
 Robert and Pamela Collette  
 David Connelly  
 Susan Crenshaw  
 Faith Crowley  
 Cathy Curtis  
 William Davis  
 Dan Edwards  
 David Emmerling  
 Thomas Farkas  
 Tim Gestwicki  
 Beth Gettys Sturkey and Jefferson Sturkey  
 Kathleen Gray and Peter Higgins

Nancy & Norman Gustavson  
 Ruth & James Hallmark  
 Susan Hart  
 Bennett Hollenberg  
 Hunter Family  
 Todd Huston  
 Peter Krull  
 Scott and Vicki Lawrence  
 Jeff and Barbara Lawyer  
 Susan Martin  
 William and Jerry McAninch  
 Meg and Richard McCann  
 Kenneth Molay  
 Melissa Muir and Heather Beard  
 Marty Nelson and Bill Trost  
 Roy and Ann Neulicht  
 Jaci and Robert Ponzoni  
 Sam and Missy Rankin  
 Diana Richards  
 Richard and Linda Schmalbeck  
 Herb Schoellkopf  
 Andy Smith  
 Kristin and Dave Sroka  
 Judith Stafford  
 Fred and Alice Stanback  
 Tom and Caroline Stopyra  
 Yvonne and David Straley  
 Mark and Judith Strickland  
 Carolyn Townsend and Al Capehart  
 David & Amy Weaver  
 Tracy and Barbara Wilkerson

**Gift in Memory of:**

Sandie Curtis

**Gifts on behalf of:**

Charles and Lois Brummitt  
 David Coats and Nancy Schoellkopf

**A Lasting Legacy: NC's Natural Heritage**

By Charlie Brummitt, Former ESNC Board President

The term "giving something back" has almost become trite. It's sentiment will never be. Without regard to personal circumstance, background or heritage, most want to give something back—to have an impact for good in return for the joys of their lives.

That sentiment crystallized for us nearly ten years ago when we reviewed our estate plan. The attorney who served us simply asked, "Do you want to give something back as part of your plan." We said yes, and, more important we did something about it.

With our attorney's help and after we made provisions for our family, we made provisions for three nonprofit organizations we respect and whose work we value and admire. This year we added a fourth organization with the same characteristics—ESNC.

Long after we're gone, the environment our grandchildren enjoy will have a little more support because an attorney asked a simple question and we found a way to say yes.



To find out more about using a planned gift to benefit ESNC's work, please call us at 919.687.4840

## Exceeding Goals for Corporate Citizenship



Accenture is one of the world's leading organizations providing management consulting, technology and outsourcing services, with approx-

imately 281,000 employees; offices and operations in more than 200 cities in 56 countries. The company puts the power of its highly skilled and talented workforce to deliver value to its clients and uses this same talent to make a difference in the communities where it operates.

Environmental stewardship and Skills to Succeed are two areas of Accenture's Corporate Citizenship and the focus for employee engagement. Employees are encouraged to connect



with nonprofits in their communities through the Accenture Giving Campaign and volunteerism. A team of Accenture employees is shown here clearing invasive species from the Eno River State Park. "We are hard workers, whether we're at the client site or digging in the dirt," said Dan Meyer, Eco Lead for the Raleigh office. "Employees are always asking for ways we can give back and get involved, so our partnership with EarthShare is the perfect fit." In addition to volunteer events, the giving campaign allows employees to offer financial support to EarthShare Member nonprofits along with other causes.

Accenture also exceeded its goals for the Skills to Succeed program which equips people with the skills needed for employment and entrepreneurship. After passing the goal to reach 250,000 people around the world by 2015 with the skills to get a job or build a business, the company has set a new goal: by 2015, it will equip 500,000 people globally with these workplace and entrepreneurial skills.

Companies like Accenture are finding ways to align their unique talent base and mission with community needs. EarthShare NC is proud to call Accenture a campaign partner.

## ESNC Corporate Forums Summer 2014

EarthShare NC is holding a series of three corporate forums in Charlotte, Greensboro and the Triangle on the topic of how Stewardship of Natural Resources Impacts North Carolina's Economic Prosperity and Favorable Business Climate. The purpose of the forums is to facilitate business leader engagement in the preservation of NC's natural resources, health and quality of life through collaboration and participation with EarthShare NC Member nonprofits.

Contact Heather, [heather@earthsharenc.org](mailto:heather@earthsharenc.org) for the event dates.

## Announcing New Campaign Partners for 2013

**DURHAM COUNTY  
LAWYERS MUTUAL  
REPLACEMENTS, LTD.  
MOORE & VAN ALLEN  
BUILDSense  
BLUE RIDGE COMMUNITY COLLEGE  
CENTRAL PIEDMONT COMMUNITY COLLEGE**



# ESNC Campaign Partners

Accenture  
 Aerojet/GenCorp  
 Allstate  
 American Airlines  
 American Express  
 Ameriprise Financial  
 Belk  
 Blue Cross Blue Shield  
 Blue Ridge Community College  
 Blue Ridge Parkway Foundation  
 Build Sense  
 Carolina Mountain Land Conservancy  
 Carolina Raptor Center  
 Carolina Tiger Rescue  
 Catawba College  
 Central Piedmont Community College  
 CIT  
 Clean Air Carolina  
 Computer Sciences Corporation  
 Conservation Trust for North Carolina  
 Craft Insurance Center

EarthShare North Carolina  
 Entercom  
 FLS Energy  
 Guilford College  
 Hewlett Packard  
 Hospira, Inc.  
 IBM  
 The Independent Weekly  
 James E. Moore Insurance  
 Jordan, Jones & Goulding  
 JP Morgan Chase  
 Larry's Beans  
 Lawyers Mutual NC  
 Lord, Aeck & Sargent Architecture  
 McAdams  
 Microsoft Software Corporation  
 Moore Van Allen  
 Natural Body Spa & Shoppe  
 The Nature Conservancy  
 Neuse Riverkeeper Foundation  
 NC League of Conservation Voters Foundation



North Carolina Rail-Trails  
 North Carolina Sustainable Energy Association  
 Pamlico-Tar River Foundation  
 Perkins + Will  
 Phillips-Van Heusen  
 Piedmont Financial Trust  
 Piper Jaffray  
 Replacements, Ltd.  
 Richardson Corporation  
 SEEDS  
 Self-Help

Sports Endeavor Inc. (Eurosport)  
 Southern Energy Management  
 Southern Environmental Law Center  
 Strata Solar  
 Tecan, US  
 Underwriters Laboratories  
 United Health Group  
 Wal-Mart  
 Warren Wilson College  
 Waste Zero  
 Western North Carolina Alliance



## Combined Federal Campaign:

All Federal Agencies and Military Bases

## Local Governments:

City of Durham  
 City of Greensboro  
 City of Raleigh  
 Durham County  
 Guilford County  
 Harnett County

Mecklenburg County  
 Orange County  
 Wake County  
 Town of Carrboro  
 Town of Cary  
 Town of Chapel Hill

## 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 Carolina University  
 Winston-Salem State University

