



## Our 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**  
**Toxic Free North Carolina**  
**Triangle Land Conservancy**  
**Trout Unlimited, North Carolina**  
**Trust for Public Land, Carolinas**  
 Union of Concerned Scientists  
**Western North Carolina Alliance**  
 The Wilderness Society  
 Wildlife Conservation Society  
 World Wildlife Fund

## Annual Letter from ESNC Board President, Charlie Brummitt

Fiscal Year July 2010 – June 2011

**Twenty years ago**, in the beginning, we boasted only federal and state employee campaigns and only for seventeen environmental organizations. We were thrilled to have those campaigns and organizations. State and federal employees had enough faith in us to pledge \$73,000 that first year.



Charlie Brummitt

It was a good start. Without Lark Hayes of Southern Environmental Law Center, Allen Spalt of Toxic Free North Carolina and other pioneers and those state and federal employees, that good start would not have happened.

Twenty years later, employees in eighty companies and ten municipalities joined state and federal employees to pledge \$515,000 to more than sixty environmental nonprofits. EarthShare NC helped bring environmental issues home to over 300,000 employees. People who have contributed over \$7.5 million through ESNC. That is quite a vote for a healthy tomorrow.

Belk Stores joined as EarthShare partners this year and their leadership is helping us expand EarthShare's impact. Belk and other farsighted companies are making their mark in taking care of communities and people as well as profits.

Three outstanding nonprofits joined the roster this year—North Carolina Coastal Land Trust, Friends of the Mountains-to-Sea Trail and Southern Alliance for Clean Energy.

North Carolina Coastal Land Trust provides land protection services to eastern North Carolina. It has protected over 40,000 acres of barrier islands, beaches, farms and other special natural areas.

Friends of the Mountains-to-Sea Trail is a much newer organization. They are working to connect 1,000 miles of trails from Clingmans Dome to Jockey's Ridge. The Trail will be our Appalachian Trail with an eastern extension.

Southern Alliance for Clean Energy is a multistate organization that has led efforts for energy policies that protect the quality of life since 1985. It finds clean energy solutions and builds bridges among diverse groups.

North Carolina's environmental nonprofits have accomplished much over the last twenty years. All our fellow citizens and we benefit from the work of those who came before us.

We have many challenges but they will not dishearten us. It is up to us to educate our legislators, build support among our fellow citizens and leave North Carolina better for our work. Clean air, drinking water and protected lands will not wait for better economic times. ESNC will continue strengthening its organization and the capacity of its participating organizations.

Thank you for your past support. With a small, professional staff, a dedicated board, the support of sixty plus environmental organizations and **you**, we will continue making a difference for North Carolina.

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



#### BOARD OF DIRECTORS:

Dylan Bost, Raleigh  
Anne Claire Broughton, Durham  
Charles Brummitt, President, Greensboro  
David Coats, Vice President, Raleigh  
Faith Crowley, Treasurer, Clayton  
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Tim Gestwicki, Charlotte  
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Kathleen Gray, Secretary, Chapel Hill  
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Diane Richards, Lake Lure  
Andy Smith, Chapel Hill  
Angel Wright-Feldman, Raleigh

#### STAFF:

Heather Beard, Executive Director  
Kelly Suttles, Program and Administrative Associate

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

#### CONTACT ESNC:

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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 Audubon North Carolina, Blue Ridge Parkway Foundation, and Toxic Free North Carolina.

Graphic Design by ARCHETYPE, Inc.

## Highlights from FY 2010–2011

- **Expanding the Coalition:** Friends of the Mountains-to-Sea Trail, NC Coastal Land Trust and Southern Alliance for Clean Energy were welcomed to ESNC
- **New Workplace Partners:** Belk, Craft Insurance, IBM, Larry's Beans, Mecklenburg County and Southern Energy Management partnered with EarthShare NC for the first time to offer environmental giving options to employees
- **Making new Connections:** ESNC staff and organizations attended 82 events to connect more employees with environmental programs
- **Increased Resources to the Environment:** Giving to the environment increased by 2% to \$515K. By diversifying operational support, ESNC also kept costs associated with campaigns and programs to ESNC organizations low, at 15.7% of campaign receipts.
- **Raising the Profile:** 8,400 people took part in the 4th Annual Campout!Carolina event; celebrating NC's natural heritage in back yards and parks across the state and helping ESNC raise the profile of the environmental community



## 20TH ANNIVERSARY AND AWARDS CELEBRATION

On a beautiful day in May, ESNC presented awards to campaign partners, volunteers and supporters who have made substantial contributions to the accomplishments of ESNC.

#### ESNC Campaign of the Year:

Combined Federal Campaign of the Greater NC Area

#### ESNC Campaign Coordinators of the Year:

Karen Haltom, Town of Cary  
Dale Tiska, REI-Raleigh

#### ESNC "Community Friends":

Fred and Alice Stanback  
(For extraordinary contributions to ESNC)

#### ESNC "Hero":

Elizabeth Guthrie (For selfless service and dedication to ESNC)

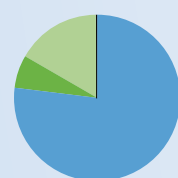
#### ESNC Primary Representative of the Year:

June Blotnick, Clean Air Carolina  
(In recognition of a Participating Organization representative who is an unmistakable asset to the ESNC coalition)

#### The "Allen Spalt" award:

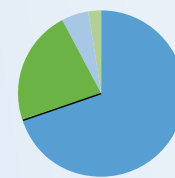
Kathleen Gray (For outstanding contributions and dedication above and beyond the call of duty to ESNC)

## 2010–2011 FINANCIAL REPORT



### REVENUES

■ Campaign Revenues	\$513,378
■ Affiliates Fees and Dues	\$43,500
■ Operating Income	\$108,689
■ Interest	\$1,067
<b>Total</b>	<b>\$666,634</b>



### EXPENSES

■ Allocations	\$445,389
■ Depreciation	\$744
■ Program Services	\$141,148
■ Administration	\$34,596
■ Fundraising	\$14,873
<b>Total</b>	<b>\$636,750</b>

## ESNC HELPS PARTNERS MEET TRIPLE BOTTOM LINE GOALS

At the ESNC Annual Meeting in May, Matt Kopac, Corporate Responsibility Manager for iContact, shared the social vision and goals of the company, painting a picture of a new generation of businesses that focus on more than the traditional bottom line. These businesses have three bottom lines—measuring success in terms of the impact on people, the planet and profit. “It is inspiring” says Heather Beard, ESNC’s Executive Director, “to see businesses young and old making the environment, community and employee engagement a part of their business model.” Some businesses, called B-Corporations, formally incorporate with a mission to use the power of business to solve social and environmental problems, while others are conducting business with a commitment to sustainability. Green Plus, a non-profit that helps smaller enterprises adopt more sustainable practices, offers a certification program being used by close to 150 entities.

ESNC is a natural partner for corporations with triple bottom line goals, and we are proud to announce two of these new partners:

These companies are making it easy for associates to learn about and take part in creating a healthy and sustainable future.



## GET YOUR SLEEPING BAGS READY AND MARK YOUR CALENDARS FOR:

**Campout!Carolina 2012**  
October 12th – 14th

Winner of the “Best Group” Photo Contest pictured right.

Visit [Campout!Carolina.org](http://Campout!Carolina.org) to see all the contest winners and submissions.



On the weekend of October 7th, 2011, people across the state took a break from their busy schedules to spend a night under the stars and celebrate North Carolina’s natural environment.

## ESNC WELCOMES NEW BOARD MEMBER

ESNC welcomed Diana Richards to the Board of Directors in July. As an eco-psychologist, resident of Lake Lure, and board member from Carolina Mountain Land Conservancy, Diana will bring new insights, expertise, and energy to the mission of the organization.

## 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.

## ESNC Campaign Sites

### Combined Federal Campaign:

All Federal Agencies and Military Bases

### Local Governments:

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

### Private Businesses:

Accenture	JP Morgan Chase
Aerojet/GenCorp	Larry's Beans
Allstate	Lord, Aeck & Sargent Architecture
American Airlines	Microsoft Software Corporation
American Express	Morris, Manning & Martin
Ameriprise Financial	Natural Body Spa & Shoppe
Arrow Electronics	The Nature Conservancy
Ashland Inc.	Neuse Riverkeeper Foundation
Belk	NC League of Conservation Voters Foundation
Blue Cross Blue Shield	North Carolina Rail-Trails
Blue Ridge Parkway Foundation	North Carolina Sustainable Energy Association
Carolina Mountain Land Conservancy	Pamlico-Tar River Foundation
Carolina Raptor Center	Patterson, Harkavy, & Lawrence
Carolina Tiger Rescue	Perkins + Will
Catawba College	Phillips-Van Heusen
CIT	Piedmont Financial Trust
Clean Air Carolina	Piper Jaffray
Community Foundation of Greater Greensboro	Pitney Bowes
Community Foundation of Henderson County	Regions Bank
Computer Sciences Corporation	REI (Recreation Equipment, Inc.)
Conservation Trust for North Carolina	Richardson Corporation
Craft Insurance Center	SEEDS
Dell, Inc.	Self-Help
EarthShare North Carolina	Sports Endeavor Inc. (Eurosport)
Entercom	Southern Energy Management
Express Employment Professionals—Asheville	Southern Environmental Law Center
FLS Energy	The Standard
Fluhrer Reed	Tecan, US
Great Eastern Sun	Toxic Free North Carolina
Guest Services, Inc.	Toyota
Guilford College	Underwriters Laboratories
Hewlett Packard	United Health Group
Hospira, Inc.	Wal-Mart
IBM	Warren Wilson College
The Independent Weekly	Western North Carolina Alliance
James E. Moore Insurance	Zurich Insurance
Jordan, Jones & Goulding	

### State Employees Combined Campaign:

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

ESNC's successes in 2010–2011 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  
 Elizabeth Boak  
 Maria Dieter  
 Trevor Dunn  
 Anna Frate  
 Neill Goslin  
 Norm Gustaveson  
 Elizabeth Guthrie  
 Aerial Hall  
 Sara Johnson  
 Erika Lipkin  
 Rupal Ray  
 Shaquille Ross  
 Ann Roy  
 Devesha Solanki  
 Deanna Springall  
 Yvonne Straley  
 Becky Thompson

**ESNC '10-11 Board of Directors**

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 David Coats, Secretary, Raleigh  
 Faith Crowley, Treasurer, Clayton  
 Jeffrey T. Lawyer, Immediate Past President, Winston-Salem  
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 David Emmerling, Washington  
 Tim Gestwicki, Charlotte  
 Beth Gettys Sturkey, Durham  
 Myron Pearman, Kernersville  
 Andy Smith, Chapel Hill  
 Angel Wright-Feldman, Raleigh

**Corporate/Grant Funders**

Archetype Graphic Design  
 The Art of Freeman Beard  
 Bertsch Family Charitable Foundation

Blumenthal Foundation  
 Center for Community Self Help  
 Counter Culture Coffee  
 Costco  
 Dick's Sporting Goods, Inc.  
 Dos Perros Restaurant  
 Earth Fare - Raleigh  
 Enterprise Holdings Foundation  
 Extreme Outfitters  
 Give Back America  
 Great Outdoor Provision Company  
 Marcia Angle and Mark Trustin Fund of Triangle Community Foundation  
 Mary Goddard Pickens Foundation  
 Merrell  
 Net Friends, Inc.  
 Ninth Street Bakery  
 NOFO @ The Pig  
 Norcross Wildlife Foundation  
 The North Face, A Division of VF Outdoor, Inc.  
 The North Face Explore Fund  
 One World Market  
 Bill Peck, Organizational Solutions  
 Recreational Equipment, Inc.  
 SciMed Solutions  
 SJ Edwards Foundation  
 SpeedDeeQue Instant Printing  
 Sports Endeavors  
 Svetkey - van der Horst Fund of Triangle Community Foundation  
 Whole Foods – Chapel Hill, Durham, Raleigh  
 Z. Smith Reynolds Foundation

**Individual donors**

Ronnie Amick  
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 Charles and Lois Brummitt  
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 Bob and Pamela Collette  
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 Mark and Judith Strickland  
 Claudette Weston  
 Tracy and Barbara Wilkerson  
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 Merrill Wolf  
 Angel Wright-Feldman

**Gifts in Memory of:**

John A. "Andy" Lambeth by Mary Barnes, Kathryn Fincher, Carl Iddings, and Don Kellum  
 David William Ballard by Angela McCoy

**Gift on behalf of:**

Jayne Caruso and Jennifer Allen by Eva Cowan and Gail Dickerson  
 Studio RTP, Inc by Ryan Given  
 Joan and Jim Bettman, Daniel Cloud, Jeanne Decherd, John Huang, J. Morgan Jones, Laura K. Jones, Morgan and Judy Jones by Adam Jones

We would like to thank the following interns for their service this past year:



Aerial Hall  
 ELON UNIVERSITY



Dipti Patel  
 NC STATE UNIVERSITY



Maria Dieter  
 MOUNT HOLYOKE COLLEGE

Trevor Dunn  
 ELON UNIVERSITY  
 (not pictured)