



Our Organizations

African Wildlife Foundation
 American Farmland Trust
 American Forests
 American Rivers
Audubon North Carolina
 Beyond Pesticides
Blue Ridge Parkway Foundation
Carolina Mountain Land Conservancy
Carolina Raptor Center
Carolina Tiger Rescue
Catawba Riverkeeper Foundation
 Center for Health, Environment and Justice
Clean Air Carolina
 Clean Water Fund
 The Conservation Fund
 Conservation International
Conservation Trust for North Carolina
 Defenders of Wildlife
 Earth Day Network
 Earthjustice
Eno River Association (Association for the Preservation of the Eno River Valley)
 Environmental and Energy Study Institute
Environmental Defense Fund—North Carolina
 Environmental Law Institute
 Friends of the Earth
Friends of the Mountains-to-Sea Trail
 Izaak Walton League of America
 Jane Goodall Institute
 Land Trust Alliance
 National Parks Conservation Association
 National Wildlife Federation
 National Fish and Wildlife Foundation
 Natural Resources Defense Council
 The Nature Conservancy

Neuse Riverkeeper Foundation
North Carolina Big Sweep
North Carolina Coastal Federation
North Carolina Conservation Network
North Carolina League of Conservation Voters Foundation
North Carolina Coastal Land Trust
North Carolina Rail-Trails
North Carolina Sustainable Energy Association
North Carolina Wildlife Federation
 The Ocean Conservancy
Pamlico-Tar River Foundation
 The Peregrine Fund
 Pesticide Action Network North America
Piedmont Land Conservancy
 Rails-to-Trails Conservancy
 Rainforest Alliance
 Rocky Mountain Institute
 Scenic America
SEEDS (South Eastern Efforts Developing Sustainable Spaces)
 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
 U.S. PIRG Education Fund
Western North Carolina Alliance
 The Wilderness Society
 Wildlife Conservation Society
 World Wildlife Fund

Annual Letter from ESNC Board President, Charlie Brummitt

Fiscal Year July 1, 2009 to June 30, 2010

Building momentum in tough times is a hallmark of strong organizations. By that measure and others, EarthShare North Carolina (ESNC) is very strong.

Almost everyone and almost every organization continue to adjust to “New Normal” economic times. As the economy struggles to make progress, ESNC and its participating organizations continue to be proactive and focus on their missions. ESNC’s mission—to strengthen the capacity of its participating organizations to preserve the environment—is our guide star as ESNC brings environmental giving options to more workplaces.

New workplace campaigns are a good indicator of ESNC’s health and momentum. Staff, board and participating organizations continue to market ESNC to companies, educational and government entities. This year, six companies included ESNC in their campaigns for the first time—Craft Insurance Center, Piedmont Financial Trust, Richardson Corporation, Underwriters’ Laboratories, The Standard and IBM. At yearend, several other companies and local governments were considering including ESNC in their campaigns. We expect more success in 2011/2012.

As expected, campaign pledges declined this year with total pledges from employees to our participating organizations down by twelve percent. Against that background, some campaigns grew. In particular, the work done by ESNC, Guilford and Warren Wilson colleges paid off in continued growth. While we understand the economy’s role in the decline in pledges, we also know the work we do now will build a stronger ESNC and bring new resources to the work of participating organizations as a new economic recovery takes hold.

We rejoice in the knowledge that cumulative pledges for the environment since ESNC’s inception crossed the \$7 million mark. That is an amazing number for a small, still young organization and could not have been achieved without active participation by our volunteers and the organizations that benefit from our work.

By another measure, ESNC staff and organizations attended 72 campaign events, a number that compares well with previous years. Campaign events provide an opportunity to connect employees with the work of our organizations and demonstrate the impact of their support on the health of our environment. We found enthusiastic employees at those events. Employees appreciate having a choice, want to support our environment, and welcome our message.

ESNC is also proud to announce the addition of the Catawba Riverkeeper Foundation to our roster of participating organizations. The Catawba is one of America’s most endangered rivers. Now, thousands of employees in Charlotte Mecklenburg and across the state can help restore and protect it.

Our premier outreach effort, Campout! Carolina, gained significant momentum. Over 5000 (!) campers participated in October 2009 and the media paid attention. With the support of Elon University’s Live Oak Communications Agency, Campout! Carolina was covered by twenty-six media outlets, including Fox News Charlotte and NC Public Television. Campout! Carolina is a great success story as it raises the environmental communities’ public profile across North Carolina.

Among other outreach efforts, our business energy conservation project called the Power Down Challenge inspired teams of employees to reduce energy use at work and at home. Over 900 employees participated in the Power Down



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

STAFF:

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

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P.O. Box 196 Durham, NC 27702

CONTACT ESNC:

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

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

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

Photos courtesy of Audubon North Carolina, Conservation Trust for North Carolina, Eno River Association, North Carolina Wildlife Federation, and SEEDS.

Graphic Design by ARCHETYPE, Inc.

Annual letter from ESNC Board President (continued from cover)

Challenge at workplaces including Inspire Pharmaceuticals, VF Corporation, City of Raleigh, Tecan and Family Health International.

New outreach efforts bode well for the future, as more companies identify sustainability as a corporate value and are pursuing programs such as B-Corp or Green Plus certification to demonstrate their commitment to people, profit and the planet. Green Plus, developed with support from the Chapel Hill-Carrboro and Durham Chambers of Commerce, helps companies and communities adopt sustainable practices. ESNC is a recognized resource for businesses working to achieve Green Plus certification.

Expanding ESNC's network of advocates was another key area of progress, bringing new people to the pursuit of our mission. Diversifying operational support also continued as a priority, helping to keep the costs associated

with campaigns and programs delivered to ESNC organizations low, at 15.8% of campaign receipts.

We regret that ESNC's already small staff shrunk by one when Jeff Rosefsky decided to pursue an opportunity nearer his home and family. Jeff brought tremendous innovation and energy to our outreach and new business development efforts. We miss his talents and drive, thank him for helping ESNC grow and wish him well in his new pursuits.

While the New Normal is hard for everyone, the rewards of continuing to grow and support our environment make hard work even more satisfying. Thank you for helping us succeed in 2009/2010.

We truly have One Environment and One Great Way to care for it—EarthShare NC!

ANNUAL AWARDS

At our Annual Meeting in April 2010, ESNC presented campaign awards to thank both companies and individuals for doing a great job promoting ESNC and presenting their employees with environmental giving options. ESNC appreciates the work of all these award winners and all of you who have supported us so substantially. In addition, we give many thanks to the volunteers who have given their time to ESNC. Their generosity makes it possible for ESNC to do a lot with a small staff.

ESNC Campaigns of the Year:

- Underwriters Laboratories
- Guilford College

ESNC Campaign Coordinators of the Year:

- Shoshannah Sayers, Orange County
- Radiah Pinckney, American Express

ESNC also gave out the following awards recognizing outstanding service:

ESNC "Community Friends":

- Great Outdoor Provision Company
- Bill Peck, Organizational Solutions
(For extraordinary contributions to ESNC)

ESNC Primary Representative of the Year:

- Tim Gestwicki, NC Wildlife Federation
(In recognition of a Participating Organization representative who is an unmistakable asset to the ESNC coalition)

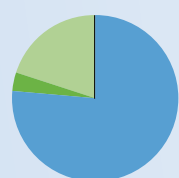
ESNC "Hero":

- Amanda Noah
(For selfless service and dedication to ESNC)

The "Allen Spalt" award:

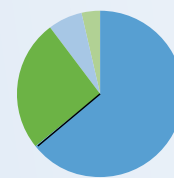
- Charles Brummitt *(For outstanding contributions and dedication above and beyond the call of duty to ESNC)*

2009-2010 FINANCIAL REPORT



REVENUES

■ Campaign Revenues	\$471,774
■ Affiliates Fees and Dues	\$23,125
■ Operating Income	\$122,234
■ Interest	\$16
Total	\$617,149



EXPENSES

■ Allocations	\$404,989
■ Depreciation	\$624
■ Program Services	\$160,654
■ Administration	\$41,908
■ Fundraising	\$22,564
Total	\$630,739



The logo isn't all that is changing at Belk. That new sign on your local Belk store is powered with LEDs (light emitting diodes) that generate significant cost and energy savings over the neon lamps previously used. This is just one of Belk's new initiatives to be good environmental stewards. The North Carolina based company is moving beyond the eco-friendly practices already in place and is integrating sustainability measures at all levels of the company, from its internal operations to its suppliers.

In keeping with the long-standing ethic of community involvement, Belk is extending this initiative to include employees and customers. As EarthShare North Carolina's newest workplace giving partner, Belk is making it easy for associates to learn about and take part in creating a healthy and sustainable future. Belk's more than 20,000 employees, located in over 300 stores and 16 Southern states, can now connect with and support the EarthShare organizations working in their communities, nationally and internationally.

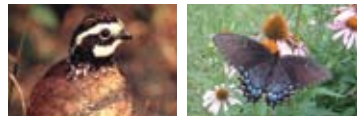
Going one step further, Belk is giving customers a way to participate. This fall, Belk will invite customers to purchase eco-friendly bags and make donations at the register in support of EarthShare and the Gulf Coast Restoration Fund. "The Belk sustainability initiatives are far reaching, and exemplify corporate responsibility and stewardship," says ESNC Executive Director Heather Beard. "Beyond 'greening' its own operations, Belk seeks to engage its community of associates and customers in solutions. ESNC is delighted to help make that happen."

One Environment Network

Employees interested in being green are using ESNC's One Environment Network to support their efforts. The One Environment Network supports environmentally-minded employees who want to promote greener practices at work and in their daily lives. Unlike programs to support sustainable business practices at the management level, OEN is uniquely designed to support action at the individual level by giving employees the structure and resources to inspire co-workers to adopt small changes that collectively make a big difference.

In 2010, 900 employees took part in a project to examine energy use and adopt conservation practices, called the Power Down Challenge. Together, individuals and green teams across NC can inspire a great number of people to do their part to promote a healthy environment for this and future generations. Our thanks to OEN interns, Elizabeth Guthrie, Rupal Ray, and Aerial Hall from UNC and Elon University, respectively, for their assistance with this program.

For More Information, visit
www.OneEnvironmentNetwork.net.



ESNC WELCOMES NEW BOARD MEMBERS

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

Anne Claire Broughton, Senior Director, SJF Institute

David Emmerling, Executive Director, Pamlico-Tar River Foundation

Sign up to Receive NC E-news!

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

Private Businesses:

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

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 2009–2010 are due to the people and organizations who gave their time, talents, and financial support.

Thank You to ESNC Volunteers

All ESNC "Friends"
 Elon University Live Oak
 Communications Agency
 The Volunteer Center of Durham
 Freeman & Marcia Beard
 Jim Bennett
 Denee Black
 David Cardoze
 Elizabeth Guthrie
 Sara Johnson
 Neill Goslin
 Norm Gustaveson
 Sandra Johnson-Lemon
 Shelley McPhatter
 Neil Middlemiss
 Adrienne Moore
 Amanda Noah
 Lynn Odom
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 Andy Smith, Chapel Hill
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Funders

All About Beer
 The Art of Freeman Beard
 Aveda
 Freeman & Marcia Beard
 Charles and Lois Brummitt
 Sandra Cianciolo
 City of Durham
 David Coats and Nancy Schoellkopf
 Bob & Pamela Collette
 David Connelly
 Costco
 Faith Crowley
 Dilworth Coffee House
 Earth Fare
 Educational Foundation of America
 Dan Edwards
 Empire Properties
 Tim Gestwicki
 Beth Gettys Sturkey and Jefferson Sturkey
 Give Back America
 Lauren and Neill Goslin
 Kathleen Gray and Peter Higgins
 Great Outdoor Provision Company
 Norm & Nancy Gustaveson
 Heidi and Andrew Hannapel
 Bennett Hollenberg
 Jennifer Holt
 Laura Jackson
 Jane B. Weis Fund of The Community
 Foundation of Western NC
 Adam Jones
 Julian Price Family Foundation
 Scott & Vicki Lawrence
 Jeffrey and Barbara Lawyer
 Marcia Angle and Mark Trustin Fund of
 Triangle Community Foundation
 Alex & Teresa Martin
 Mary Goddard Pickens Foundation
 Margaret & Richard McCann
 Donna and Barry McGee
 Marty Nelson and Bill Trost
 Roy & Ann Neulicht

Ninth Street Bakery
 Dennis & Paula Orr
 Myron and Angela Pearman
 Peggy & Tommy Pearman
 Piedmont Restaurant
 Janice Pope
 NOFO @ The Pig
 Norcross Wildlife Foundation
 The North Face, A Division of
 VF Outdoor, Inc.
 Bill Peck, Organizational Solutions
 Recreational Equipment, Inc.
 Leigh Scott
 Andy Smith
 Allen and Susan Spalt
 SpeedDeeQue Instant Printing
 Sports Endeavors
 Kristin and David Sroka
 Fred & Alice Stanback
 Mark & Judith Strickland
 Studio B Architecture—BuildSense
 John Suttles
 Svetkey-van der Horst Fund of Triangle
 Community Foundation
 Triangle Brewing Company
 UnitedHealthcare NC
 Vonna Viglione
 Amy & David Weaver
 Whole Foods—Cary, Durham, Raleigh
 Tracy & Barbara Wilkerson
 Angel Wright-Feldman
 Zola Craft Gallery
 Z. Smith Reynolds Foundation

Gifts in Memory of:

Ann Phillips and Mary Fontanella by
 Lynda Phillips

Gifts in Honor of:

Nathan and Meredith McElmurry by
 Mr. and Mrs. J. Marshall Smith

Gift on behalf of:

The Pearmans



Get your sleeping bags ready and
 mark your calendars for:

CAMPOUT!CAROLINA 2011
 OCTOBER 7 & 8

In October 2010, more than
 8,400 people across the state
 participated in ESNC's 4th
 annual statewide campout to
 celebrate NC's environment.