



EarthShare NC

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
- LandTrust for Central NC
- Mountain True**
- 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**
- Surfrider Foundation
- Tar River Land Conservancy**
- Triangle Land Conservancy**
- Trout Unlimited, North Carolina**
- Trust for Public Land
- Union of Concerned Scientists
- The Wilderness Society
- Wildlife Conservation Society
- World Wildlife Fund

Annual Letter from EarthShare NC Board President, Anne Claire Broughton

Fiscal Year July 2013–June 2014



Anne Claire Broughton

North Carolina is a wonderful place to live, work, and play. From Grandfather Mountain to the Piedmont to the Outer Banks, there are so many outdoor places to hike, canoe, watch birds, and picnic.

Our state's natural resources are there for us to enjoy, and they also contribute to our economy—sectors such as tourism, agriculture, outdoor recreation, and clean energy all generate significant jobs and revenue. Keeping our state competitive depends on keeping North Carolina a place that top talent wants to live, that is attractive to companies and their people, and that has healthy natural resources.

In short, there is no choice to make between the environment and the economy—the two must go hand in hand.

This year, ESNC launched a series of corporate forums on Business Competitiveness and a Thriving NC. These events facilitated conversations between business and conservation leaders on ways to keep North Carolina strong and competitive by protecting our natural resources. To date, these events have brought together more than 50 business leaders in the Triangle and Triad, and we will hold another in Charlotte in the first quarter of 2015 (see page 3 for more details).

ESNC's creativity and innovation were recognized nationally last year when we were the first recipient of the EarthShare Business Development Leadership Award. The national award applauded our success in developing the Corporate Forum project as well as creating and piloting a new operational funding model to be adopted by the full EarthShare network.

Through our membership of 30 NC and 40 national conservation nonprofits, ESNC is constantly working to find new and better ways to connect businesses with nonprofit conservation programs and to Keep NC Great!

Anne Claire Broughton, ESNC Board Chair



BOARD OF DIRECTORS:

Anne Claire Broughton, President, Durham
Lee Bush, Gibsonville
David Coats, Immediate Past President, Raleigh
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Emily Egge, Durham
David Emmerling, Greenville
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Candice Harold, Hickory
Todd Huston, Charlotte
Jeff Lawyer, Winston-Salem
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STAFF:

Heather Beard, Executive Director
Cindy Brown, Administrative Associate
Allison Harrison, Outreach & Engagement Director

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P.O. Box 196 Durham, NC 27702

Contributions to EarthShare NC operations are leveraged to support 70 conservation nonprofits and can be made at www.earthsharenc.org.

Highlights from

FY 2013–2014

- **New Workplace Partners:** Elm Engineering, McAdams, Sepi Engineering, Replacements, WasteZero
- **Connecting people with conservation:** 85+ presentations and events with employee groups; facilitated employee volunteer projects such as trail maintenance, river cleanup, and gardening
- **Getting outdoors:** 3,500 people took part in the 7th Annual Campout!Carolina event
- **Building the movement:** 2,500 subscribers to NC E-News, Facebook, and Twitter were given opportunities to protect and enjoy NC's natural resources through ESNC nonprofits
- **Crowdsourcing:** 1,000+ individuals pooled their contributions to fund conservation programs through ESNC
- **Financial support for conservation:** Giving to the environment exceeded \$370K
- **High impact investment and accountability:** Diversified operational funding supplemented Member's investment in the coalition. No fee was charged on campaign receipts. Annual Member dues were established by the Board of Directors. Each Member pays a portion of the total dues based on that Member's proportion of total pledges. ESNC's overall fundraising and administrative expenses were 10.9%

ESNC Annual Meeting and Awards Celebration

ESNC Member Organizations and Board met on May 7th to celebrate accomplishments, make plans for the year ahead, and announce awards for workplace partners, volunteers, and supporters who made substantial contributions to the organization. Our sincere appreciation goes to the following award winners:

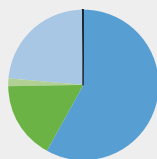
ESNC Campaign of the Year: FLS Energy

ESNC Campaign Coordinator of the Year: Seven Stars Strategy Team

ESNC Community Friend: Philip Blumenthal

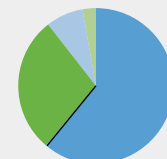
ESNC Member Representative: Vann Pearsall, NC Coastal Land Trust

2013–2014 Financial Report



REVENUES

■ Campaign Revenues*	\$323,726
■ Member Dues	\$92,783
■ Joining Fees	\$10,000
■ Operating Income	\$129,801
■ Interest	\$556
Total	\$556,866



EXPENSES

■ Allocations	\$323,692
■ Depreciation	\$357
■ Program Services	\$149,050
■ Administration	\$40,775
■ Fundraising	\$14,561
Total	\$528,435

*Does not include campaign revenue paid directly to Members



8th Annual Campout!Carolina

Celebrating NC's natural heritage in back yards and parks across the state

More than **4,000 people** celebrated all that North Carolina's great outdoors has to offer by participating in the 8th Annual Campout!Carolina event on the **weekend of October 10th**. Many campers shared photos and stories about the new camping traditions they are building with family and friends.



Congratulations to Bryce Mahoney, winner of the Best Iconic Camping Image category in the REI Photo Contest, for this photo taken at Linville Gorge.

VISIT
CampoutCarolina.org
to see all photo contest winners and submissions.



Get the Latest News

Bookmark EarthShareNC.org

Our website has a new design! The site has an abundance of information and materials, including downloads on the Impact, Workplace Partners, and News pages, and an interactive quiz and calendar on the Your Role page. Bookmark and explore it today!

Like and Follow Us

Find us on Facebook and Twitter at /EarthShareNC.

Sign up for NC E-News

At earthsharenc.org you can sign up for NC E-News to receive a bimonthly email with news and upcoming education and recreation events. News highlights from 2013–2014 include:

- Announcements of strategic land preservation protecting thousands of acres, including a rare mussel habitat, mountain bogs, and sites of new public access to vistas and trails.
- EarthShare NC nonprofits' response to the Dan River coal ash spill.
- Victories like the ruling that makes it illegal to hunt coyotes in Eastern NC due to the proximity of the world's only wild population of 100 endangered red wolves.

ESNC Welcomes Two New Board Members



Emily Egge, Executive Director, SEEDS

Emily Egge directs SEEDS nonprofit community garden in downtown Durham. She is a member of the Durham Public Schools Hub Farm Advisory Board, the Durham Farm & Food Network Task Force, and the Durham Bicycle & Pedestrian Commission. She also founded the DOUGHMAN quadrathlon. Duke University named Emily a 2015 Durham-Duke Fellow.

Candice Harold, Consultant



Candice Harold is a native of Hickory, NC. She graduated from Strayer University with a Bachelor's degree in Business Administration and consults with companies outsourcing their business processes. Candice has served as chairwoman of the Headstart Parent Council, is a member of Alpha Sigma Lambda, and the Aids Leadership in the Foothills-Area Alliance Board.



ESNC Thanks 2014 Intern

Fan Li, 2014 Marketing & Outreach Intern

In Summer 2014, Fan developed campaign materials, an interactive survey, and social media content. She also provided support for the Corporate Forums. Fan holds a Masters in Environmental Management from Yale University.

THANKS for your support

ESNC's successes in FY 2013–2014 are due to the people and organizations who gave their time, talents, and financial support.

Thank you to ESNC Volunteers

Elon University Live Oak Communications Agency
The Volunteer Center of Durham
Freeman & Marcia Beard
Miranda Brown
Gabe Casalett
Shelley Colvin
Lee Ellen Goodrich
Norm & Nancy Gustaverson
Jesse Hall
Ellen Harrison
Alec Himwich
Lorraine Hunt
Fan Li
Melissa Muir

ESNC 2013–2014 Board of Directors

David Coats, President, Raleigh
Anne Claire Broughton, Vice President, Durham
Faith Crowley, Treasurer, Clayton
Lee Bush, Elon University
David Emmerling, Washington
Pam Fulk, Pittsboro
Tim Gestwicki, Charlotte
Todd Huston, Charlotte
Jeffrey T. Lawyer, Winston-Salem
Dayatra Matthews, Raleigh
Kim Reitterer, Charlotte
Diana Richards, Lake Lure

Corporate/Grant Funders

ARCHETYPE Graphic Design & Writing Services, Inc.
The Art of Freeman Beard
Bailey & Dixon, L.L.P.
Blumenthal Foundation
Costco
Kroger

Marcia Angle & Mark Trustin Fund of Triangle Community Foundation
Mary Goddard Pickens Foundation
Mary Norris Preyer Fund
Park Foundation
Recreational Equipment, Inc.
Shakori GrassRoots Festival of Music and Dance
Svetkey-van der Horst Fund of Triangle Community Foundation
Z. Smith Reynolds Foundation

Individual donors

Ann and Lex Alexander
Freeman and Marcia Beard
Carol Beaver
James Brooks
Anne Claire Broughton
Charles and Lois Brummitt
Lee Bush
Sandra Cianciolo
David Coats and Nancy Schoellkopf
Robert and Pamela Collette
David Connelly
Adrienne Cox
Faith Crowley
Jason & Tonya Delborne
Aaron Delp
Dan Edwards
David Emmerling
Thomas Farkas
Tim Gestwicki
Kathleen Gray and Peter Higgins
Julie Gross
Nancy & Norman Gustaverson
Ruth & James Hallmark
Mary Ann Harrison
Bennett Hollenberg
HPG Employees, Casual Community Day
Pam Fulk

Todd Huston
Benjamin Johnson
Peter Krull
Scott and Vicki Lawrence
Jeff and Barbara Lawyer
Mary Ann Lochner
James Martin
Dayatra Matthews
William and Jerry McAninch
Meg and Richard McCann
Ruth Miller
Melissa Muir and Heather Beard
Marty Nelson and Bill Trost
Roy and Ann Neulicht
Paula and Dennis Orr
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Jaci and Robert Ponzoni
Janice Pope
Sam and Missy Rankin
Diana Richards
Kim Reitterer
Catherine Scott-Wilson
Andy Smith
Allen Spalt
Kristin and Dave Sroka
Judith Stafford
Fred and Alice Stanback
Yvonne and David Straley
Mark and Judith Strickland
David & Amy Weaver
Tracy and Barbara Wilkerson

Gift in Memory of:

Victor Scott

Gifts on behalf of:

Heather Beard
Charlie Brummit
Caterpillar Pine Straw School
Anthony Snider



Keep NC Great—Now and For Generations to Come

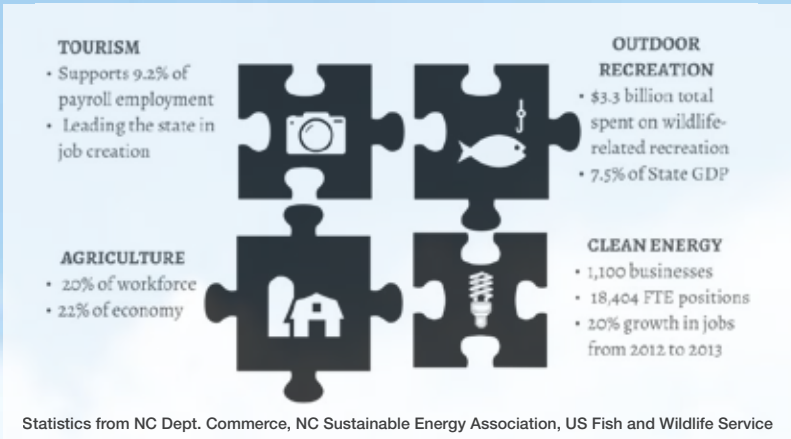
What greater impact can you have than providing for the basic needs of future generations? Clean air, safe drinking water, NC's natural heritage of forests, parks and wildlife: these resources are critical for the continued health, economic prosperity, and quality of life that we currently enjoy.

Planned giving assures your legacy while providing financial benefits for your family. To find out more about using a planned gift to ensure NC's conservation nonprofits can continue protecting all that keeps NC Great, please call ESNC at 919-687-4840.



PARTNERS NEWSLETTER – Winter 2015

North Carolina's economy depends on the health of our natural resources.



Business and Conservation Leaders Convene

In August 2014, EarthShare NC launched a first-of-its-kind corporate forum series on Business Competitiveness and a Thriving NC, bringing together business representatives and nonprofit leaders to discuss what is important to us all: that North Carolina remain a thriving place to live and work.

Jerry Williams, Director of Sustainability at SAS, and Michael Goodmon, VP of Real Estate at Capitol Broadcasting provided keynote remarks at the Triangle forum hosted by SAS. Dennis Quaintance, CEO and Chief Design Officer for Quaintance-Weaver Restaurants &



Hotels, was the keynote speaker and host of the Triad event held at Proximity Hotel.

Two themes dominated their remarks. One: Business competitiveness depends on keeping North Carolina a desirable place to live in order to recruit and retain top talent who place

high importance on quality of life. Two: Businesses have a role in preserving the health of the communities where they operate. It is not just a good thing to do—it's good business.

Heather Beard, EarthShare NC Executive Director, outlined opportunities for businesses to impact the health of our water, air, land, and wildlife through partnership with conservation nonprofits. "EarthShare NC nonprofits are working every day on issues that impact the business climate in the state. There is much that can be accomplished by working together."

Our sincere appreciation goes to American Tobacco, Proximity Hotel, SAS, SciMed Solutions, and NetFriends for their sponsorship of the events.



Workplace Partners volunteer with ESNC Nonprofits

EarthShare NC facilitates employee engagement for our Workplace Partners, including educational events, volunteer experiences, and more. Contact info@earthsharenc.org to find out how ESNC can help your company make a difference in the community, meet your corporate social responsibility goals, and have fun!

Rachel Alexander of FLS Energy helps remove invasive plants on a Carolina Mountain Land Conservancy trail



Accenture-Charlotte employees prepare for the Cane Creek Cleanup with Catawba Riverkeeper Foundation

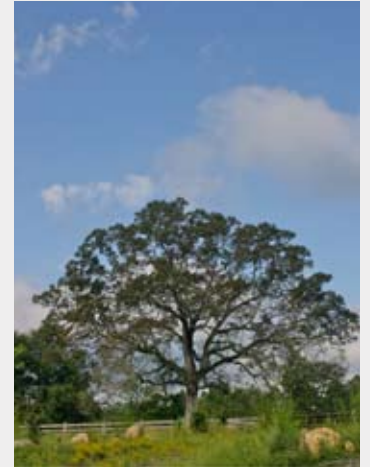
Credit: B. Bailey

EarthShare NC Campaign Partners

Accenture
Aerojet/GenCorp
Allstate
American Airlines
American Express
Ameriprise Financial
Belk
Blue Cross Blue Shield
Build Sense
Catawba College
Central Piedmont Community College
CIT
Computer Sciences Corporation
Craft Insurance Center
EarthShare North Carolina and its Member nonprofits

Elm Engineering
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
Local Government Federal Credit Union
Lord, Aeck & Sargent Architecture

McAdams
Microsoft Software Corporation
Moore & VanAllen
Natural Body Spa & Shoppe
Phillips-Van Heusen
Piedmont Financial Trust
Piper Jaffray
Replacements, Ltd.
Richardson Corporation
Rowan Cabarrus Community College
Sepi Engineering
Sports Endeavor Inc (Eurosport)
Southern Energy Management
Tecan, US
Underwriters Laboratories



United Health Group
Wal-Mart
Warren Wilson College
WasteZero
Wyrick Robbins

Announcing New Campaign Partners for 2014

Elm Engineering
McAdams
Rowan Cabarrus
Community College
Sepi Engineering
WasteZero
Wyrick Robbins



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, including all University of North Carolina system campuses

“Our environment is one of our most precious resources. ESNC allows me to help support efforts throughout NC to protect and improve NC’s environment.”

-Adrienne Moore, James E. Moore Insurance