



2012 GREEN AMERICA ANNUAL REPORT

From Greed to Green



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Dear Green Americans,

You are making the extraordinary happen for the green economy and a more just and sustainable world. Thank you for the generosity and commitment you have shown to Green America and our work together.

We've already accomplished so much this year. And I'm thrilled to tell you about the latest: On October 3rd, our Fair Trade Program scored a huge victory for children in West Africa: Hershey committed to 100% certified cocoa by 2020!

Congratulations and thank you! Because of you, nearly two million children will be going to school instead of laboring in the grueling conditions in the cocoa fields of West Africa.

Let me tell you more about how, together, we won this victory—and our other progress and victories in 2012.

With you by our side, we are creating the kind of system-change that makes a more just and sustainable society possible.

Thank you.

A handwritten signature in black ink that reads "Alisa". The signature is fluid and cursive, with a large initial "A".

Alisa Gravitz
President & CEO

2012: AN EXTRAORDINARY YEAR OF PROGRESS!

Together, we made huge progress toward a just and sustainable economy:

- We introduced Clean Energy Victory Bond legislation into Congress in August, which will enable all Americans to invest in their clean energy future. Thanks to you, support for the Clean Energy Victory Bonds Bill is growing rapidly in Congress and with the American public.
- We hit a milestone of moving over \$3 billion out of the big banks who were at the center of the financial crisis into community banks, thanks to our *1% for Community* and *Break up with Your Mega-Bank* campaigns.
- We launched GMO Inside – our newest campaign to fight for local, organic foods free of genetic modification. We want GMOs and pesticides off your plate, out of our food and out of the environment for everyone. We're going to educate millions of Americans about the dangers of GMOs in processed food – and how local, organic food is the answer. In the first couple of months of this campaign, we've already had significant response from major corporations and thousands supporting us nation-wide.
- We switched our 200th magazine onto recycled paper through our Better Paper project.
- We launched our new Green Halloween program, introducing over one million families to going green at Halloween through our new partners at zoos and aquariums around the country.
- We exposed wrong-doing and dangerous, wasteful practices at over 120 major corporations by advancing shareholder resolutions on key issues from stopping coal and natural gas fracking to advancing recycling and Fair Trade.
- We directed over \$100 million in purchases to support local, green companies through our Green Business Network.
- We provided more than 10 million Americans with the resources and information to green their homes, workplaces, schools, faith congregations and communities through our Green Living Program.
- On October 3, 2012 our Fair Trade Program scored a huge victory for children in West Africa: Hershey committed to 100% certified cocoa by 2020!

As much as we've already achieved this year, we don't have a moment to lose. Our work today is more crucial than ever.



150,000
individual
members

5,000
green business
members

1 MILLION
attend Green Festivals®

1 MILLION
National Green Pages®
in circulation

**2.5
MILLION**
social media fans,
friends, and followers

Green America's mission is to grow the green economy for a just and sustainable world. We use marketplace strategies to solve our country's most pressing social and environmental problems.



...IS CHANGING THE WORLD

Clean Energy Victory Bonds



Will create

1.7 MILLION GREEN JOBS



Will provide

\$50 BILLION

in financing for clean energy projects



Our programs help

MILLIONS

of homeowners with energy efficiency and green energy upgrades



We jumpstarted the electric car market

Better Paper Project
Climate Action



For the sake of

30 MILLION TREES

each year, transitioned

200 MAGAZINES

to recycled paper



Helped stop construction of

20 COAL FIRE POWER PLANTS

Helped reduce Southern Company's use of coal



Raise the Bar, Hershey!



Succeeded in getting

HERSHEY

to go 100% Fair Trade by 2020



Got Hershey competitors

Bon Appetit

Green & Black

to go Fair Trade



400,000

consumers represented by our Fair Trade Alliance



Fair Trade and Stop Sweatshop publications reach

350,000

Break Up With Your Mega-Bank



\$3 BILLION

moved out of Wall Street and into community investing institutions that strengthen local communities



Increased sustainability and corporate responsibility of:

Procter & Gamble

Dynegy

Dominion

Southern Company

US Airways



Our programs allow

MILLIONS

to invest in the green economy

THE ANATOMY OF A GREAT VICTORY

This Hershey campaign victory is the culmination of the inspired strategy led by our Fair Trade Program—made possible by your generous support and the actions taken by hundreds of thousands around the country:

- Over 150,000 people signed our petitions, attended our rallies and protests in front of Hershey facilities and commented on Hershey’s Facebook page.
 - While saying “no” to Hershey, over 250,000 families said “yes” to Fair Trade by spreading Fair Trade with Reverse Trick or Treating.
 - Our team brought the petitions to Hershey’s annual meeting, arranged meetings with outraged shareholders and management, and made sure that each board member of Hershey’s got a full understanding of the problem and solution.
 - Hershey made an initial small step in the right direction in January: they committed to certify their Bliss chocolate product line—showing that our campaign was beginning to work.
 - This summer, our team organized natural foods stores and co-ops from around the country to pledge to stop selling Hershey products if Hershey didn’t come around. And in September, Whole Foods—the largest retailer of Hershey’s Schaffenberg and Dagoba chocolates—committed to removing these Hershey products from their shelves.
- With all of this pressure and more, Hershey finally made the commitment to certify 100% of its cocoa. Given the size of Hershey’s cocoa purchases, this changes everything: as Hershey demands an end to abusive child labor, the whole cocoa supply chain will have to meet those requirements.

But we cannot rest: we must stay on top of Hershey to make sure they do the certification right, keep their commitments and move faster. After all, 2020 is eight years away—that’s a long time in a child’s life.

NEXT STEP: TAKING BACK OUR FOOD SYSTEM

Fresh off of our Hershey campaign victory, this new campaign will be equally game-changing...we're mobilizing citizens to get GMO's off the breakfast tables of millions of Americans.

Too much of the food people eat is NOT SAFE. It is contaminated with chemicals, pesticides and genetically modified organisms (GMOs). It contributes to obesity and disease. And its production pollutes the soil, water and air.

The impact on people and planet is alarming—especially for our kids. We're witnessing skyrocketing rates of asthma, allergies, autoimmune disorders, autism, birth defects and cancer.

Here at Green America, as we study the intersection between health and the environment, we're getting increasingly alarmed by both the impacts and the massive expansion of genetically modified food.

A French study released in September found that rats fed GMO corn develop tumors and serious organ damage. The professor of molecular biology who led the French research team stated that the rats' diet was comparable to the kind of exposure that humans who eat GMO foods get.

The food industry is literally treating our kids like lab rats: At least 94% of the corn crop, 88% of the soy crop and 95% of the sugar beet crop are GMO. Because

high fructose corn syrup, sugar and soy ingredients are so prevalent in processed food, over 30,000 GM food products sit on grocery shelves today. And there's more coming -- for example, apples, lettuce and rice.

We want GMOs and pesticides off your plate, out of our food and out of the environment for everyone. We're going to educate millions of Americans about the dangers of GMOs in processed food—and how local, organic food is the answer.

So in January, with your renewed support, we're launching our "Food Companies: Take Back Your GMOs" campaign.

We're going to mobilize the SEND IT BACK ATTACK—inviting Americans all over the country to send back food that has GMOs in it. Send the package labels right back to the companies and demand a refund—and purchase local and organic food instead..

These companies provide "satisfaction guarantees"—well, we're NOT satisfied!

This will be the biggest campaign ever to take back our food system—getting the poisons out—and going local and organic!

2013: WHAT'S AT STAKE?

Our life support systems are in crisis—climate, food, water, forests. These interlocking crises urgently demand big, systemic, long-term change towards justice and sustainability. We must work harder to protect vulnerable people and our vulnerable planet. We must create an economy that works for all.

We'll keep the pressure on Hershey to get the certification right and get it done before 2020.

We'll stay on the case until we get our Clean Energy Victory Bond legislation passed. We'll work to phase out America's filthiest coal plants, mountain top removal mines and natural gas fracking operations.

In 2013, we'll stop the misinformation campaigns of the paper industry that make it sound like virgin fiber is better than recycled—and move more magazines onto recycled paper.

We'll keep advancing Fair Trade, green living, and green business.

We'll help Americans move billions of dollars out of mega-banks and into community investing institutions that support people and the planet.

And we'll launch a major new campaign—our biggest ever—to say NO! to industrialized agriculture and YES! to local, organic food.

Winston Churchill said, at an equally perilous moment: “The time for half measures has passed. We are entering a time of consequences.”

Churchill's generation met their challenge. Now it is our generation's turn.

Together, we are changing the face of the economy. We did it this year for Fair Trade and the kids laboring in the cocoa fields. We're doing it for clean energy. Let's do all of that and more—and launch the biggest campaign ever to clean up our food supply.

Together, we'll continue to be the thought and action leaders for a world where all people have enough, where all communities are healthy and safe, and where our planet is preserved for all the generations yet to come.

Thank you again for your generosity—and thank you for leading the way!

Yours in cooperation,
The Board and Staff of Green America

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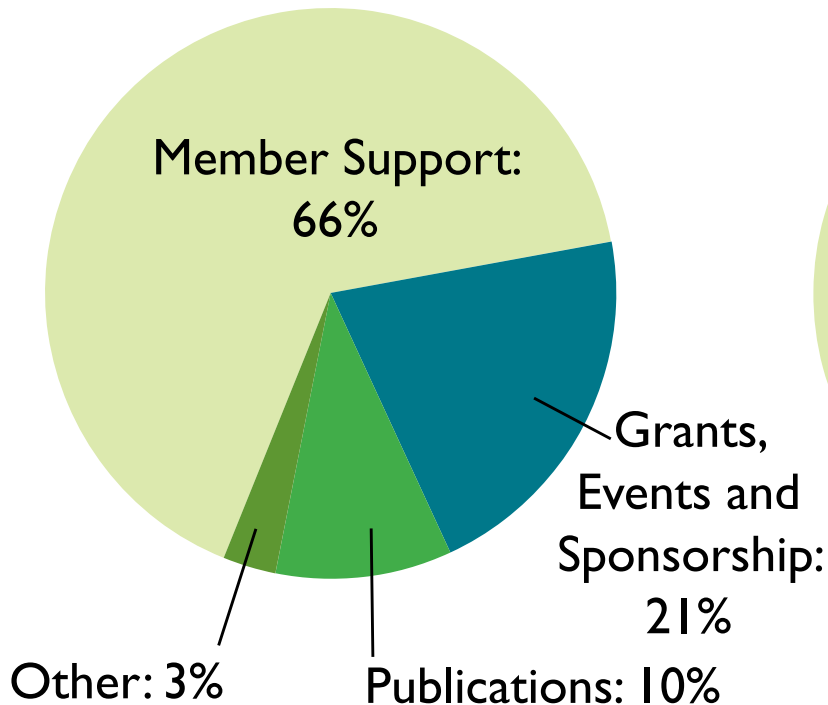
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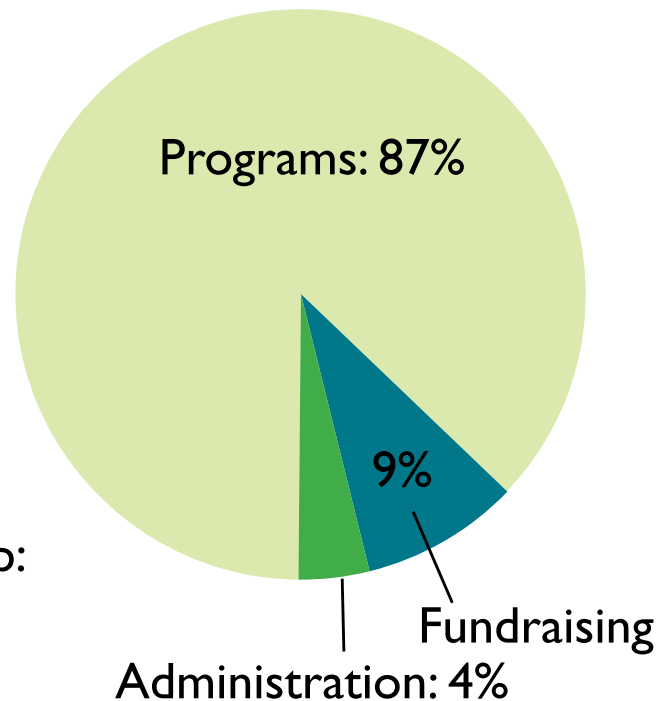
YOUR SUPPORT MAKES OUR WORK POSSIBLE

Best practice category among nonprofits for efficient use of funds
87 cents of every dollar raised goes to our high impact programs

2011 REVENUE



2011 EXPENSES



For more information on our programs and progress, visit www.greenamerica.org or call us at (800) 584-7336