

## CREATING AN ECONOMY THAT WORKS FOR ALL

*You are making the extraordinary happen. You and Green Americans across the country have demonstrated that people working together can create healthy, safe communities that inspire a socially just and environmentally sustainable economy for all.*

Together, we're tackling climate change, building fair trading systems, stopping corporate abuse, and growing the green economy. Here are just a few of the highlights of what we have accomplished in 2009:

- Together we took the lead in stopping six more new coal-fired power plants.
- Together we proposed to the Obama Administration new ways to raise trillions of dollars to finance a clean energy future—one that curbs climate change, provides thousands of new jobs, and rebuilds our economy.
- Together we introduced Fair Trade to over 250,000 families—with our Halloween 'Reverse Trick-or-Treat' campaign.
- Together we released a powerful series of system-changing reports for policymakers and industry leaders to make real long-term changes towards sustainability—in the airline, paper, finance, and clean-tech industries.
- Together we've provided millions of Americans with the resources and information to go green and protect those hardest hit by the economic crisis, to invest in local communities, and to leave no green business behind.

For 26 years, Green America has led people-powered economic strategies to address the most pressing social and environmental issues of our times. This past year, our nation desperately felt the repercussion of a fallen economic system, one based on greed—that worked for few and sacrificed many.

What you and I have known for years—that the economy is not working for people and the planet—is now becoming clear to everyone. Our work today is more crucial than ever.

**We must speed the way from greed to green. We must push harder to protect vulnerable people and a vulnerable planet.**

The interconnected economic, climate, food and water crises remind us of the need for big, systemic, long-term change toward sustainability. Now more than ever, our work together for a green economy is exactly the right work to put our country back on track. We look forward to the journey ahead with you.

The 2009 Year-End Report  
for the Members of  
Green America

Prepared by Alisa Gravitz and  
the staff of Green America

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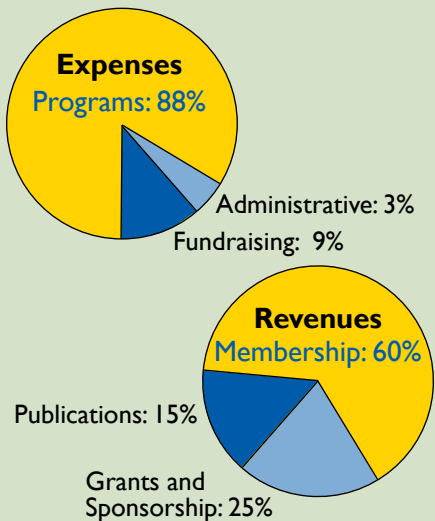
TOGETHER WE'RE  
working for a  
green future

We successfully grew into our new name—Green America! It's been fun to see headlines like: 'Victory for Green America as Plans Are Dropped For Building Five New Coal-Fired Power Plants.' (AzoCleanTech.com)

Together, we are speaking and taking bold action for all Americans who want to see a green future.



TOGETHER WE'RE  
making a difference  
each and every day



**2008 Annual Revenue:**  
\$ 5,043,906

- Effective use of funds (see charts).
- Award-winning programs and publications.
- Nationally recognized staff expertise.

## CLIMATE ACTION

*Together, we're creating a clean energy future to curb climate change and rebuild America's economy.*

In the next five years, our Climate Action program will work to double energy efficiency, across the board, and make renewable energy the primary source of electricity—tackling climate change and creating millions of jobs, energy security, and a sustainable, 21st century economy!

### In 2009...

- We played a lead role in stopping six more coal-fired power-plants, and we also celebrated our success as part of a broad coalition of environmentalists, investors and farmers **in pulling the plug on 101 proposed new coal-fired power plants since 2005.**
- We released **two high-impact reports**, in partnership with Clean Edge, giving concrete steps to everyone from policymakers to activists for the green energy future. The first report pinpoints the **'Top Clean Energy Jobs'** to jumpstart employment and grow the economy; the second is a study showing the best five models for accelerating the financing of clean energy.
- Our **Clean Energy Victory Bonds** proposal began to pick up steam after we met with the **Obama Administration.** Modeled after the WWII Victory Bonds, they could generate trillions for clean energy.
- After our **multi-year campaign to stop mountaintop removal**, the EPA is siding with us to end this destructive coal mining process. We'll keep the pressure on **until no company ever again blows up mountaintops for coal or mineral mining**—destroying communities, water supplies and the environment.

With your help, together in 2010, our solution-focused work will mobilize support for the funding and rapid ten-year transition to a renewable energy future—and target the shutdown of 22 operating coal plants—stopping forever the CO<sub>2</sub> and pollution from these deadly facilities.

## FAIR TRADING SOLUTIONS

*Together, we are building an economy that allows workers, farmers, communities, and our planet to thrive.*

Green America's goal is nothing less than redefining the global economy—to shut down the world's sweatshops and promote fair trading solutions that work for all people and our planet.

### In 2009...

- Our **'Resonating Change: A Fair Trade Tour,'** produced in cooperation with Partners for Just Trade, introduced thousands of consumers, in 11 US cities, to the global movement of Fair Trade. Two Peruvian artisans joined us in the tour to speak from their hearts about how Fair Trade made it possible for them to support their families and send their children to school.

- We published a new edition of our *Guide to Fair Trade*—and it flew off the shelves as over 300,000 students, community activists, and faith congregations used it to educate their communities about Fair Trade.
- Families in cities across America joined us, and our allies at Global Exchange, in **educating their neighbors about the power of Fair Trade through** our Halloween ‘Reverse Trick-or-Treat’ campaign. Children handed out Fair Trade chocolate and information on child labor in the chocolate industry to over 250,000 families.

Next year, with you by our side, we’ll double the number of consumers using our guides to advance Fair Trade, involve over a million families in our ‘Reverse Trick or Treat’ campaign, bring Fair Trade to the White House, and mobilize communities to become Fair Trade Towns. The more people involved in Fair Trade in the US means more families around the world stepping out of poverty.

## CORPORATE RESPONSIBILITY

*Together, we’re stopping corporate abuse.*

Working for a sustainable economy also means stopping the damage corporate wrongdoing causes to workers, communities, and the environment. Thanks to you, Green America’s Corporate Responsibility program exposes abuses and demands that big business clean up their act.

### In 2009...

- Our ‘**Break-up with Your Mega-bank**’ campaign inspired thousands of people to switch their accounts and credit cards away from the banks whose risky predatory loans were at the center of the economic crisis, into community banking institutions.
- Our **Responsible Shopper** program expanded its watchdog coverage and action campaigns to cleaning up wrongdoing in the pharmaceutical and airline industries—including a headline-grabbing investigation into the lack of on-flight recycling programs.
- Our **Better Paper** project released a game-changing report that exposed the unnecessary waste of magazine and news stand distributors. And we showcased magazines who publish on recycled paper. Look for our in-store display at your local Barnes & Noble, Hastings Books & Music, in airports across the nation, and on Amazon.com.

With your support in 2010, we’ll expose mega-banks for their role in financing dirty energy and other socially irresponsible investments. We’ll expand our Responsible Shopper corporate profiles and campaigns to pressure companies in the alcohol, furniture, and hotel industries to clean up their acts. We’ll launch a campaign encouraging alumni magazines to switch to recycled paper—and look forward to working with you to encourage your alma mater to make the switch!



**TOGETHER WE’RE**  
working for people  
and planet.

Our members are the lifeblood of our work, providing the financial support and commitment needed to create real social and environmental change.

**Here are some unique ways that Green America members support our important work together.**

- Our **Sustainer Circle** members make a contribution each month, to ensure that we have the regular support needed to run consistent, powerful programs.
- Our **Partners in Cooperation** make annual gifts of \$250 or more and provide special funding for new opportunities.
- Our **Leadership Forum** members make annual commitments of \$1,000 or more, allowing us to act boldly and continue our important work year after year.
- Our **Angels’ Circle** members make yearly gifts of \$10,000 or more, underwriting special projects in their areas of interest.
- Our **Legacy Society** is dedicated to leaving a legacy of sustainability for the future by designating Green America as a beneficiary in their will or 401(k).

**Please consider joining one of our special giving programs.**

**For more information, call 800.58.GREEN or GreenAmericaToday.org**



### Our Guiding Vision

We work for a world where all people have enough, where all communities are healthy and safe, and where the bounty of the Earth is preserved for all the generations to come.

### Our Mission

Our mission is to harness economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society.

### Our Board of Directors

Mo Alem • Bernard J. Brennan, PhD  
• Melissa Bradley-Burns • Dana Christianson • Nikki Daruwala • Paul Freundlich • Russ Gaskin • Alisa Gravitz • Priya Haji • Kathy Harget • Eric Henry • Diane Keefe • Andrew Korfhage • Todd Larsen

### We would like to thank the following foundations for their generous support

BFK Foundation  
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Richard and Rhoda Goldman Fund  
Merck Family Fund  
New Visions Foundation  
Oak Foundation  
Park Foundation  
Presbyterian Hunger Program  
RSF Social Finance  
Thanksgiving Fund  
Toward Sustainability Foundation  
Town Creek Foundation  
Weeden Foundation

## GROWING THE GREEN ECONOMY

*Together, we're greening the economy and working for healthy, local communities from coast to coast.*

Today's crises are calling for a green economy led by real green businesses. Thanks to our work together over the past 26 years, the movement for a green economy is flourishing, with green businesses in every sector of the economy, establishing healthy ways of doing business. Now is the time to scale it up!

### In 2009...

- We provided millions of Americans with resources and information to green their homes, workplaces, faith congregations, and communities. We are establishing the **shift to thrift as the new way forward**—with reuse, repair, and buying secondhand as the new status symbols!
- We provided more ways for small, green businesses to succeed. Our Seal of Approval is the primary trust provider for e-Bay's **'World of Good' online marketplace, where our green businesses sell over 10,000 products.** And our new 'Leave no Green Business Behind' program is helping small, local green businesses get crucial information for their work—from financing strategies, to how to benefit from the stimulus legislation.
- We engaged over 150,000 people in five cities to be more **deeply involved** with the **movement for a green economy through Green Festival.** Referred to as 'the most valuable grassroots initiative' of the year—our festivals inspire action on every level.
- We provided big, system-changing ideas to tackle the Economic Crisis in our **'From Greed to Green'** issue of the *Green American*—ideas like calling for a 'Green New Deal' to create new jobs and restructure money to benefit local economies.
- We're setting the standard for green to make sure that green is always holistic and inclusive—and always means social and economic justice along with community and environmental health.

Next year, with your help, we'll launch GreenGage, our new tool to help businesses everywhere go green and a B2B Barter program to strengthen green businesses and local communities. We'll launch our 'Shift to Thrift' campaign to show how living green helps families and communities become more sustainable, secure, and resilient. And we'll ramp up our work to encourage local community investments—to help families in the hardest hit areas get a hand up and to help small, green businesses grow.

*“Companies like Honest Tea, Seventh Generation, Stonyfield Farm, and **hundreds of our peers would not have made it without the supportive network that Green America represents—conscious consumers and economic enterprises that seek to make economic decisions consistent with their values and their hopes for a better future.**”*

**Seth Goldman CEO, Honest Tea**  
*From his Inc.com blog*