



Earth Share
OF OREGON

Annual Report 2005

Change is inevitable. Growth is optional.

By Trudy Toliver, Executive Director

At 17, Earth Share of Oregon (ESOR) is no longer a new start-up, but is still growing and evolving. In my four years of leadership, I've seen the power of the idea take hold. Supporting environmental work through workplace giving campaigns is now a key element of community support in many businesses and public agencies in Oregon. Giving has continued, even in times of world crisis.

This year of our adolescence we began a crucial step to develop the strategic vision that will carry us into the coming years. As part of our strategic planning process, we've engaged our stakeholders in a series of conversations designed to clarify our strengths and identify areas for improvement and growth. We've learned that our positive reputation among our colleagues, member charities and business partners is founded on the quality, reliability and clarity of our communications. It's clear that as we grow and face

the challenges of the increasingly web-based and computerized fundraising world, these person-to-person interactions between our donors, our business partners and our member groups need to be sustained.

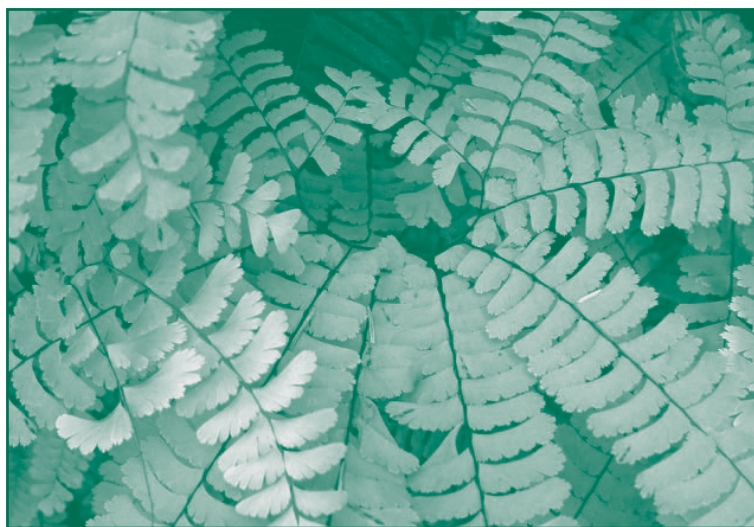


Photo by Katy Newell - PlateauPhotography.net

It is also clear that the reputations and accomplishments of the 68 conservation groups we represent, particularly the 34 Oregon-based groups, resonate with donors. Their success is our success. Our key message that environmental work keeps people healthy, reduces global warming and preserves places for wildlife will continue.

At the same time, we have a long way to go before we're a household name with broad public recognition. Despite four years of growth since we changed our name from Environmental Federation of Oregon to Earth Share, many still don't know us by our new name. We have some profile building to do and will bring together many ideas, people, resources and new communication tools to strengthen our public image.

We have learned a great deal in 17 years. Most importantly, we've learned that people appreciate the beauty of Oregon and welcome the opportunity to give through Earth Share of Oregon. Our job is to be as responsive as we can to those generous intentions. There's much work to be done, and we're well on our way. 🌱

Member groups get more than just money from Earth Share partners

By Steve Wise, Opal Creek Ancient Forest Center

I had no idea, when I attended a lunchtime seminar on salmon recovery at David Evans and Associates, that my first encounter with this Earth Share of Oregon business partner would initiate a two-year collaboration on a key project for Opal Creek Ancient Forest Center.

With work now completed on the Opal Creek Road to Restoration, our partnership with David Evans and Associates (DEA) shows how Earth Share's goal to engage workplaces in conservation of vital environmental resources in Oregon can go beyond simple donations.

Together, we repaired culverts to protect water quality and endangered salmon habitat along Opal Creek's headwaters of the Little North Santiam River. More broadly, our work together created opportunities for DEA to support on-the-ground habitat conservation in Opal Creek's spectacular ancient forest, and to deepen employees' and the company's understanding of sustainability issues.

Opal Creek Ancient Forest Center operates an education center at the heart of an intact ancient forest an

hour east of Salem. Our mission is to promote ancient forest stewardship through educational experiences based on Opal Creek's natural and cultural history. We recognized that erosion along the historic 1930s mining road to our education center was a threat to the area's exceptional habitat and water quality. We gained



The Little North Santiam River is part of the fragile, important watershed in the Opal Creek area. Photo by Josh Kling

grant support from the National Fish and Wildlife Foundation and others to deal with the problem.

Following a conversation at the salmon seminar, DEA employees contributed financial and in-kind engineering support in the project's assessment phase. They saw the Road to Restoration as an opportunity to demonstrate their commitment to

sustainability, as well as a chance to practice watershed restoration in a sensitive wilderness setting. When the US Forest Service required additional engineering not originally in the project, DEA's technical engineering services filled the gap. We worked with them and a subcontractor to implement the project.

Along the way, several DEA employees made field visits to Opal Creek. Our conversations mostly concerned the project at hand, but inevitably the inspiring ancient forest setting led to dialog on broader conservation themes.

Those visits also led DEA to schedule a strategy retreat at Opal Creek. DEA brought young leaders from its national offices to focus on the future of their company. The clean air, water, and extensive biodiversity in the Opal Creek ancient forest

helped them see and feel what we are striving for when we work together for a healthy environment.

Earth Share of Oregon board member Steve Wise is development director at Opal Creek Ancient Forest Center (www.opalcreek.org), a founding Earth Share of Oregon member.



Financial Statements 2005

For complete audited financial statement, please contact Earth Share of Oregon.

This fiscal year, ESOR found new revenue sources for operations and kept operating expenses low.

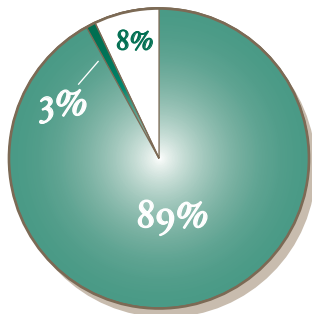
While revenue from workplace giving campaigns continues to be the predominant source of income and our purpose for being, we are growing other sources of income. Small grants, corporate contributions, non-member processing fees and effective money management have all contributed to funding our operations. The more we raise from other sources, the more we pass on to our member organizations.

On the expense side, just 11% was attributed to management and general operations. We supported our groups by providing them with: cash from donors, an expanding network of business partners for future fundraising, and opportunities to meet and speak with loyal donors and potential donors.

In addition to the donations that ESOR raised for member groups, some business partners send employee donations directly to our member groups. When those documented funds are added to the figure below, Cash to Member Groups grows to more than \$525,000.

Earth Share of Oregon Revenue 2005

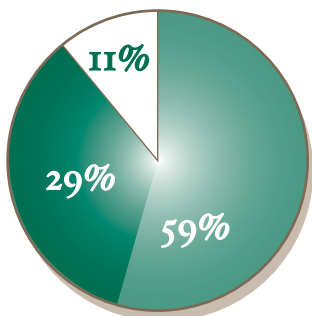
Total Revenue: \$796,125



- Workplace Contributions & Corporate Matches \$709,137
- Interest & Other Income \$22,937
- Grants & Contributions \$64,051

Earth Share of Oregon Expenses 2005

Total Expenses: \$799,817



- Cash to Member Groups \$475,506
- Direct Support to Member Groups \$234,628
- ESOR Operations \$89,683

An additional \$50,000+ was paid to member groups directly from ESORs workplace partners.

Earth Share's Accomplishments – By The Numbers

(Fiscal Year ending June 2005)

Environmental nonprofits helped
by Earth Share of Oregon:

68

Business Partners in Oregon offering
Earth Share to their employees:

95

Presentations and tabling events
attended during campaigns:

120

Donors' pledges processed:

4,570

Employees reached by
Earth Share of Oregon:

152,000+



Leadership Donors

These generous individuals and businesses (businesses in italics) below made generous gifts to Earth Share of Oregon and its member groups in the fiscal year ending June 30, 2005. An additional 3,122 donors made gifts of \$1-\$499.

\$10,000+

*Kaiser Permanente
Norm Thompson
NW Natural
PacifiCorp*

\$5,000-\$9,999

*John Emrick
Hewlett Packard
Leupold & Stevens
Nike Inc.
ODS Companies
Portland General Electric
PPM Energy
PSC, Inc.
Zimmer Gunsul
Frasca Partnership*

\$2,500-\$4,999

*Eve and Denis Heidtmann
Molecular Probes/Invitrogen
REI*

\$1,000-\$2,499

*Neal Ause
Craig Cherry
Sean George
Hanna Andersson
Steven Hultberg
Vernon Jones
Andrea Kelly
Deborah Lawless
April Lawrentz
Charles Maggio
Katherine McDowell
Denyse McGriff*

Gary Oxman
Jon Sanders
Katherine Shaloo Berg
John Shoul
Donald Trunkey
Theresa Valentine
Scott Weaver
David Weber
Les Youngbar
Robert Zimmerman

\$500-\$999

David Anderson
Gary Anson
John Baker
Kendall and Linda Barker
Lee Barrett
Brett Baylor
Kimberly Beaudet
Terry Bequette
Carol Bernick
Kenneth Bierly
Elaine Biggs
Pamela Birkel
Susan Blake
Kirsten Boyum
Kevin Brannon
Todd Brenneman
Dennis Brown
Donald Carlson
Edwin Case
Chris Cochran
Corson Collet
Stephen Cook
Cindy Crane
Janice Deardorff

Joseph DiNorscia
Elaine Dixon
Dan Dover
Paul Droukas
Ann Dyer
William Eaquinto
Joseph Eberhardt
John Echlin
Phillip Eckerdt
Pamela Farnsworth
Bryan Fletcher
Anne Forrestel
Donna Foy
Alan and Lois Fraser
John Fryer
Christine Gaare
Christine Garrick
Jeanne Garst
Deanna Geiger
Linda Ginenthal
Arthur Glasfeld
Eleanor Godfrey
Laura Goty
Keith Griffin
Joseph Guy
Keith Haggas
Nancy Hall
Thomas Hamann
Emily Harris
Karol Hartley
Susan Hasbrook
Curtis Heikkinen
Kimberly Heiting
Michael Hemelstrand
Clinton Hendricks
Eric Hiaasen

Robert Hougen
Donald and Lynnette
Houghton
Gregory Johnson
Leslie Johnson
Edward Kameenui
Gregg Kantor
Todd Kelley
Jennifer Kelly
Lee Kilbourn
Rochelle Kinser
Reuel Kurzet
Kathleen Lehtola
Lezlee Lord Harvego
Robert Lorenzen
David Mann
Mark Manulik
Lynn Martin
William and Teresa Mason
Robert McAnally
Karen McCune
Lorna McGahan
Ronald Mertens
Larry Meston
Alex Miller
Charles Muehleck
Peggy Mulcahy
Steven Oulman
Michelle Ovando-Arreola
*PBS Engineering
and Environmental*
David Pearson
Peter Petersen
Thomas Plant
Nick Potts
Steven Price

Robert Pumpelly
Shobana Rajagopal
Thomas Ratliff
Gerald Rhodes
Ron Rhodes
Martha Robeck
David Rowlands
Heinz Rudolf
Michael and Lois Scales
Matt Schler
Janet Schmidt-Hamilton
Gay Scott-Dale
Peter Sergienko
Stephen Shatter
William and Lauren Shea
Patrick Simpson
Stephen Smith
Thomas Smith
Joan Snyder
Judith Somes
Joan and Enrique
Sotomayor
Scott Spettel
Lieuann Starr
Diana Stotz
Krista Swan
Elizabeth Taft
Beth Ugoretz
Mary Van Domelen
Louise Walczak
Phillip Wiant
Jerrie Lee Wilmore
James Wilson
Scott Wilson
Don and Janet Wolf

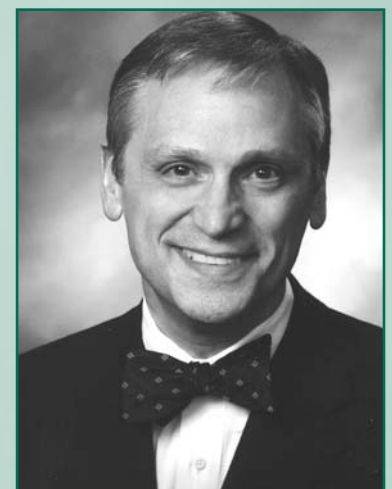
Leader-to-Leader is Good Business

It's not often that you go to a luncheon where the host says very little and the attendees say a lot. But, that's exactly what happens at Earth Share's Business Leader Luncheons.

Whether sponsored by Kaiser Permanente, Portland General Electric or PCC Structurals, Earth Share staff members are usually quiet, while employee giving campaign managers from several companies tell their story. The guests are business leaders from companies considering an Earth Share campaign. They can ask their questions to any of several business people in the room already running a campaign in their workplace.

In this casual, conversational environment folks from companies like New Seasons Market, FedEx-Kinko's and ODS Companies shared curiosities and concerns about their giving campaign – then were comforted by the real life experience of colleagues from Neil Kelly Company and Norm Thompson Outfitters, for example. Everything from employee benefit, impact on other charities and publicity for the company gets discussed.

Everyone leaves the luncheon knowing more about workplace giving, but they also have made some new contacts in the business and environmental community. Attendees even had the opportunity to connect with U.S. Representative Earl Blumenauer at the 2005 Luncheon. So, when you are invited to an Earth Share Business Leader's Luncheon – say "yes", and bring your questions.



The 2005 Business Leader's Luncheon not only gave business leaders a chance to meet one another, but also U.S.

Earth Share Member Groups

Earth Share of Oregon is proud to represent our state's and our nation's top environmental organizations:

Local Members:

1000 Friends of Oregon
Audubon Society of Portland
Bicycle Transportation Alliance
BRING Recycling
Central Oregon Environmental Center
Corvallis Environmental Center
Forest Service Employees for Environmental Ethics
Friends of the Columbia Gorge
Friends of Trees
Greenbelt Land Trust, Inc.
Hells Canyon Preservation Council
National Wildlife Federation
Native Plant Society of Oregon
The Nature Conservancy in Oregon
NW Coalition for Alternatives to Pesticides
Northwest Earth Institute
Opal Creek Ancient Forest Center
Oregon Environmental Council
Oregon Natural Desert Association
Oregon Natural Resources Council Fund
Oregon Trout
OSPIRG Foundation

Pacific Rivers Council
Recycling Advocates
Renewable Northwest Project
reSource
River Network
Siskiyou Regional Education Project
Solar Energy Association of Oregon
Trust For Public Land
Tualatin Riverkeepers
WaterWatch of Oregon
The Wetlands Conservancy
Willamette Riverkeeper

National Members:

African Wildlife Foundation
American Farmland Trust
American Forests
American Rivers
Beyond Pesticides/NCAMP
Center for Health, Environment and Justice
Clean Water Fund
The Conservation Fund
Conservation International
Defenders of Wildlife
Earth Day Network

Environmental and Energy Study Institute
Environmental Defense
Environmental Law Institute
Friends of the Earth
INFORM, Inc.
Izaak Walton League of America
Land Trust Alliance
National Parks Conservation Association
Natural Resources Defense Council
The Ocean Conservancy
The Peregrine Fund
Pesticide Action Network
Rails-to-Trails Conservancy
Rainforest Alliance
Rocky Mountain Institute
Scenic America
Sierra Club Foundation
Student Conservation Association
Surfrider Foundation
Union of Concerned Scientists
The Wilderness Society
Wildlife Conservation Society
World Wildlife Fund

Earth Share Workplace Partners

Earth Share of Oregon is honored to be welcomed into the employee giving campaigns of these fine organizations:

Allstate Insurance Co.
American Airlines
American Express / Ameriquest
Anthro Corporation
Applied Materials
Arrow Electronics
Ater Wynne
Aveda
Beaverton, City of
Bend, City of
Bend-La Pine Public Schools
Bend Metro Parks & Recreation District
Benton County
Best Care Treatment Services
BOORA Architects
Brooks Resources Corporation
Bullivant Houser Bailey PC
Central Oregon Pediatrics
CH2M Hill
Clean Water Services
Combined Federal Campaign
Corvallis, City of
David Evans & Associates
Davis Wright Tremaine LLP
Electro Scientific Industries
Emerald Peoples Utility District
Energy Trust of Oregon
Entercom
Eugene, City of
Eugene Water & Electric Board
First Alternative Co-op

The Gap
Green Mountain Energy
Hanna Andersson
Hewlett Packard
High Desert Museum
Hillsboro, City of
Housing Authority of Portland
Kaiser Permanente
Kettle Foods
Lake Oswego, City of
Lane Council of Governments
Lane County Law & Advocacy Center
Leupold & Stevens
Lewis & Clark College
McKenzie River Broadcasting
Mercer Human Resource Consulting
Metro
Milwaukie, City of
Molecular Probes
Multnomah County
Multnomah Education Service District
The Nature Conservancy
Neil Kelly Company
Nike
Norm Thompson
NW Natural
ODS Companies
Oregon Health & Science University
Oregon Research Institute
OTAK, Incorporated
Pacific University

PacifiCorp
Parametrix
PBS Engineering and Environmental
PCC Structural
Perkins Coie
Port of Portland
Portland, City of
Portland General Electric
Portland Public Schools
PPM Energy
PSC Inc.
RadiSys
Reed College
REI
Schwabe, Williamson & Wyatt
Sears
SERA Architects
ShoreBank Pacific
Siemens
State of Oregon
Stoel Rives LLP
Tokyo Electron
The Trust for Public Land
TriMet
Tuality Healthcare
United Health Group (LifeEra)
URS Corporation
Vancouver, City of
Washington County
Wells Fargo
Zimmer Gunsul Frasca Partnership

2005 Award Winners



Earth Share
OF OREGON

What's the perfect formula for a successful Earth Share campaign? Every company does it differently, but the best Earth Share campaigns usually have three things in common. Their leadership supports the campaign, employees get involved in campaign events, and employees are offered educational opportunities. The top campaigns of fiscal year 2005 are no exception.

In May 2005, Earth Share awarded its annual Business Partner Awards to five of its most outstanding campaigns throughout the state: Kaiser Permanente, Leupold & Stevens, Molecular Probes, PCC Structural and PSC, Inc.

Kaiser Permanente and its employees made tremendous contributions to Earth Share in the 2004 campaign, both in personal donations and corporate support. Kaiser began a new corporate match program – for every dollar employees pledged, Kaiser added 50 cents. This impressive gift helped increase Kaiser and its 8,000+ employees' donations to Earth Share more than \$120,000.

PCC Structural

PCC Structural manufactures complex metal components at several sites in the Portland area. In just its second year offering Earth Share of Oregon to their employees, PCC set an ambitious goal – to dramatically increase the number of employees participating in the campaign. Their efforts paid off, as this campaign's donations to Earth Share of Oregon increased 166%, and the number of PCC employees donating to Earth Share *more than tripled*.

Leupold & Stevens was new to Earth Share's list of corporate partners in 2004. This 100-year-old optics manufacturer and its 600 employees raised more than \$7,000 in its first year of offering Earth Share to their employees. Their success was partly due to the visible fundraisers Leupold employees conducted during the campaign, as well as due to the fact that many employees were already supporters of and volunteers with several Earth Share of Oregon member groups. They even continue to host fundraisers for Earth Share throughout the year, outside of the campaign.

Molecular Probes and **PSC, Inc.** are two Eugene companies whose employee giving campaigns took big leaps forward in 2004. Both companies' employees gave over 50% more money to Earth Share in 2004 than 2003 AND they each increased employee participation in giving to ESOR by over 40%.



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Board of Directors as of end of fiscal year, June 30th, 2005

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