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BI-ANNUAL REPORT  
2000 AND 2001



*Environmental  
Learning In America*

Working Toward Nationwide  
Environmental Literacy

NEETF

National Environmental Education &  
Training Foundation

June 2002

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**NEETF**  
**National Environmental Education &  
Training Foundation**  
June 2002





## LETTER FROM THE CHAIR

Dear Friends and Supporters,

June 2002

Having spent many years at the helm of Church and Dwight, makers of Arm and Hammer and other products, I developed a strong interest in environmental education. At the company we found there were certain limits to how far environmental regulation and technology could go in giving us direction on how to protect the environment. Often, our own knowledge was the main limitation to running an ever-cleaner operation. And, finding that the next promising business idea could also be environmentally sound was as much a function of further education and insight as anything else.


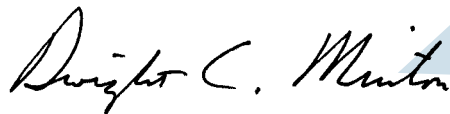
What is true in the business world may be more true in everyday life. We all need more environmental education. With it, our communities will be cleaner, our schools healthier, and our homes safer. Better yet, the world we live in will be better cared for on behalf of future generations.

The work of The National Environmental Education & Training Foundation covers four key, interconnected areas of American life – K-12, adults, health, and business. Our focus on children conforms with most people's views of what environmental education should be about – the future. But the Foundation also emphasizes that adults (including most of our leaders) have further environmental learning responsibilities. So do health professionals and business managers.

I commend to you the following report on the work of The National Environmental Education & Training Foundation. I think you will enjoy reading how the organization approaches these tough and widespread problems. It gives me a great deal of personal hope that a new nationwide urgency can be brought to environmental education in America, and a belief that NEETF will be a key actor in that effort.

Let me also express my sincere thanks to all those who work with the Foundation and support our programs. This report is full of references to our partners and financial supporters. Importantly, it shows how much the Foundation relies on these partnerships to succeed. And succeed we will.

Sincerely,



Dwight Church Minton

Chairman

# THE NATIONAL ENVIRONMENTAL EDUCATION & TRAINING FOUNDATION

## About The Foundation:

Chartered by Congress in 1990, The National Environmental Education & Training Foundation (NEETF) is a private non-profit organization dedicated to advancing environmental education in its many forms. Since it was established, the Foundation has become a leader in the development of new policies, grant-making approaches, and direct programming to advance environmental literacy in America. We link environmental education (EE) to many of society's core goals such as: better health, improved education, environmentally sound and profitable business, and volunteerism in local communities. Each of our programs also focuses on the needs of under-resourced people in American society.

## Our Mission:

**A stronger future through environmental learning**—Improved health, education, business, and ecological protection through innovative environmental learning.

## Our Goals:

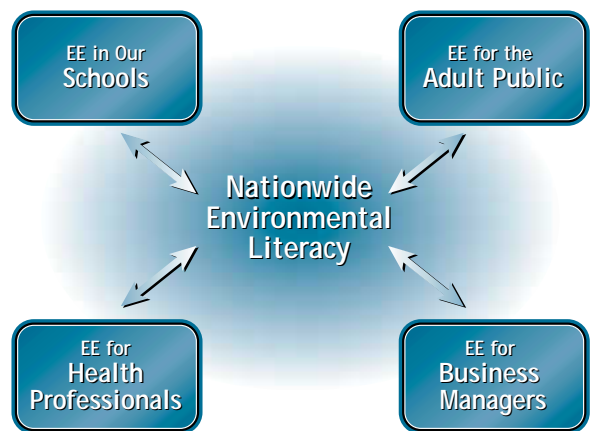
**EE in Our Schools:** Core environmental literacy for America's *children* while improving their overall academic success.

**EE for the Adult Public:** Baseline environmental knowledge for America's *adults* to increase individual stewardship.

**EE for Health Professionals:** A stronger public health *safety net* through environmentally educated health care givers.

**EE for Business Managers:** Training and information for a critical mass of environmentally effective and responsible *business managers*.

## NEETF's Four Main Program Areas



## Our Work:

**Research and Fact-finding** on public and professional environmental literacy.

**Signature Programs** including: *GreenBiz.Com*, *The EnvironMentors Project*, *National Public Lands Day*, the *NEETF/Roper Report Card*, our *TV Weather and Environment* program, our *Health and Environment* initiative and others.

**Policy Development** such as working with agencies and other governmental leaders to create more effective public environmental education programs.

**Leverage** – The Foundation receives a modest annual appropriation through the National Environmental Education Act which it leverages into some \$15 million to \$18 million in grants and contributed program support—a 25-to-one return on Congressional investment.

The Foundation is overseen by a combination of leaders in education, business, and the non-governmental and governmental sectors. We work in partnership with many leading organizations in the field.

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# I. EE IN OUR SCHOOLS

## *Goal: Core Environmental Literacy for America's Children While Improving Their Academic Success*

### 1998 Findings of the State Education and Environment Roundtable:

Teachers and administrators in 40 schools from 12 states found improved student performance through environment-based programs:

- 77% of students improved in standardized test scores
- 73% demonstrated an improved grade point average
- 93% improved in language arts such as reading
- 92% improved in math
- 96% improved in problem solving and critical thinking
- 100% improved in science learning

Source: *Closing the Achievement Gap*, [www.seer.org](http://www.seer.org)

Studies show that the best way to increase the level of student environmental literacy is to integrate it into the overall education system. It is vital that young people learn basic environmental principles and how to apply them. This is more likely to happen on a larger scale if parents, teachers, and school administrators can see academic success arising from environmental education.

Each year 30 million American children receive formal instruction on the environment. The rest are exposed to environmental information through a blend of media programming, consumer advertising, and non-formal programs. Studies also show that, even though it is quite popular, environmental education (EE) is not well integrated into overall education. After nearly 35 years of school-based and non-formal EE programming, most adults today still lack basic environmental knowledge. Teachers find it challenging to incorporate EE into the classroom while also covering the "core" subjects required for statewide testing. Seldom is environmental education treated as a core discipline in itself. Consequently, most teachers devote just a few dozen hours to environmental subjects each school year.

Exciting new research suggests, however, that the deeper integration of environmental subject matter into mainstream education is both possible and desirable. These data reveal that EE improves the academic success of school children and elevates test scores in reading, science, and math. Environmental education also improves skills in independent study and critical problem solving.

To better integrate environmental education in our schools, NEETF has launched several strategic efforts in public policy, research reports, and direct services.

### *Public Policy*

The Foundation takes a national lead in helping to define the policy framework for environmental education. Environmental science and education policies can have an extraordinary effect on EE, yet the policy arena is frequently overlooked in grassroots and classroom-based movements. Our K-12 policy initiatives include:

### **The National Education and Environment Partnership (NEEP)**

We are helping to move environmental education into the mainstream of American education through a new national coalition. The National Education and Environment Partnership (NEEP) is modeled, in part, on the arts education community which has had a significant impact on improving the status of arts education both in and out of the nation's schools over the past decade. Major federal laws and public policy initiatives, such as the Elementary and Secondary Education Act, the 21st Century Community Learning Centers after school program, and Comprehensive School Reform Demonstration Projects, provide billions of dollars in support for improved education. The NEEP is designed to make these opportunities more accessible to environmental educators and programmers. Through a

robust mix of education, community service, and environmental constituencies, this new partnership will reshape the nation's approach to environmental education.

### National Environmental Education Act Reauthorization and Funding

In 2000 and 2001, NEETF worked for the reauthorization and funding of the National Environmental Education Act. Funding was maintained in 2001 and increased for fiscal year 2002. The reauthorization bill unanimously passed the Senate but failed to gain needed support from several members in the House of Representatives. The Act establishes EPA's Office of Environmental Education, EPA's EE grants program, the nation's leading program for teacher training, and authorizes the NEETF challenge grant program. Some \$80 million in direct support has been provided since 1990.

### Natural Resource Programs for Science Teachers

NEETF coordinates a group of five federal agencies all working to improve their environmental education programs. The group, named Partners in Resource Education, includes the Bureau of Land Management, the Fish and Wildlife Service, the Forest Service, the National Park Service and the Natural Resources Conservation Service. A significant part of this project is to present these agency programs at the National Science Teachers Association Annual Convention, which is attended by more than 15,000 science teachers. The Partnership launched a pilot project, Hands on the Land, using public and private lands as outdoor classrooms and connecting students through an interactive website.

### Research Reports

In 2000 and 2001, the Foundation published two important new reports on the effects of environmental education on student performance and attitudes:

- *Environment Based Education: A Report on Its Usefulness in Creating High Performing Schools and Students*: Completed in partnership with the North American Association for Environmental Education (NAAEE), this report examines five schools and a statewide program each of which adopted EE as its central focus. The report builds on the groundbreaking 1998 findings of the State Education & Environment Roundtable (SEER), which demonstrated the value of environmental education for measurable academic improvement in reading, math, science, and social studies.
- *Using Environment-Based Education to Advance Learning Skills and Character Development Report*: Also developed with the NAAEE, this report describes the efficacy of environment-based education in helping young people become life-long learners. The report reviews social science research that shows the positive effect of EE in creating well-rounded students and young people who are more responsible in their studies and better prepared for the complex workplace of the future.

### Membership on the NEEP Steering Committee

- American Association of Museums
- Environmental Council of the States
- Environmental Education Training Partnership
- North American Association for Environmental Education
- State Education and Environmental Roundtable
- Office of Environmental Education, US EPA

### NEETF/Roper National Report Card Findings on Support for Environmental Education in Schools

Overall rate of public support: 95%

Reasons for support:

- Increases environmental knowledge .....96%
- Improves science learning .....96%
- Inspires youth community service .....97%
- Teaches respect and responsibility .....94%

Source: NEETF/Roper Starch Worldwide, 2001, [www.neetf.org](http://www.neetf.org)

## Direct Services

### The EnvironMentors Project for Youth

In 2001, the Foundation merged with the youth-based organization, the EnvironMentors Project. There are few educational problems as vexing as how to help urban high school students stay safe and healthy, finish high school, go to college, and develop careers. The EnvironMentors Project operates in Washington, DC and the Trenton area of New Jersey. EnvironMentors matches students of urban high schools with environmentally-knowledgeable adult mentors for the duration of the school year. Each adult-student pair initiates and implements an environmental science project that is presented at the EnvironMentors science fair at year's end. The students are also required to teach their projects to elementary school classes.

This simple approach, coupled with important training and supplemental coaching, has led to 95% of participating students finishing high school and 70-80% going on to college or into technical trades and professions. Some 1,500 students have completed the program since its inception.

### EnvironMentors' Tenth Anniversary and The Cedric Jennings Story

One of the first students to participate in the EnvironMentors Project, Cedric Jennings of Ballou High in Washington, DC, graduated from Brown University in Rhode Island two years ago. *Wall Street Journal* writer Ron Suskind received the prestigious Pulitzer Prize in journalism for a series of articles recording Jennings' struggles and successes along the way. The EnvironMentors Program, which marked its tenth anniversary in 2002, is proud of its role in helping Jennings to excel.

### White House Awards for Outstanding Teachers

The National Environmental Education Act authorizes the White House Council on Environmental Quality (CEQ) to bestow a professional development award for environmental education on an outstanding teacher in each state. In 2000 this program was implemented as a partnership of CEQ, AT&T, and NEETF. The program provides a professional development stipend to teachers with exceptional environmental education skills.

#### Profile of Award-Winner: Kipp Crutchfield, Ardmore, Oklahoma

Replete with water gardens and a bridged wetland area, fourth grade teacher Kipp Crutchfield's outdoor classroom at Lincoln Elementary in Ardmore, OK, is a resource shared by teachers from surrounding schools. Her environmental education program, replicated in other Oklahoma school districts includes a student environmental monitoring component and a summer camp. Crutchfield said: "Environmental education has helped me become a better teacher who inspires environmental awareness in students ... Students learn from an early age that they can have ownership of their future."

### Strengthening EE on the Web

Like many organizations, the Foundation revamped its website in 2001. We plan to go farther and develop a new Web gateway that will strengthen K-12 environmental education both nationally and globally. Preliminary assessment indicates that there are currently hundreds, possibly thousands, of environmental education websites. Unfortunately, not all are well-organized, easily accessed, widely applicable, or high quality. The new Web gateway will help educators, after-school program providers, and home-schooling parents get the right start with environmental education for children. It will provide them up-to-date information on the most successful and effective environmental education programs available today.

## II. EE FOR THE ADULT PUBLIC

**Goal: Baseline Environmental Learning for American Adults to Increase Individual Stewardship**

Research shows a very low level of environmental knowledge among American adults today. This is worrisome because so many of today's leading community and regional environmental problems occur as a result of the accumulated activities of individuals and small businesses. We need a more environmentally literate and capable adult public. When they know what to do, and why, Americans show great willingness to act in support of the environment.

### Research

#### The NEETF/Roper National Report Cards

In 2000 and 2001, NEETF and Roper Starch Worldwide published the eighth and ninth annual *National Report Cards on Environmental Attitudes, Knowledge, and Behavior*. The 2000 study examined public knowledge of environmental issues likely to be most significant in the coming century. It found that adult Americans lack basic understanding of such potential problems as water shortages, energy supply concerns, global climate change, and environmental health.

The 2001 Report Card looked at core environmental knowledge in America in comparison to the 1997 Report Card. Over a four year period, there was no significant increase in environmental knowledge in 11 of 12 major categories. There was a small increase in awareness of run-off water pollution.

The 2001 study, *Lessons from the Environment*, confirmed a high level of support

(95%) among American adults for environmental education in our schools. This replicated the 1997 response to the same question indicating that, although adults lack environmental knowledge themselves, they see it as an important future need for their children.

In 2001 NEETF also conducted field study on Americans' knowledge of energy issues. The report will be released in early 2002.

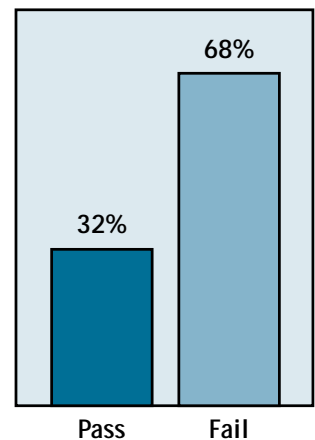
### Direct Services

#### TV Meteorology-Environment Pilot Program

Environmental issues such as run-off pollution, land use sprawl, watershed degradation, and air pollution may be hotly debated by the experts but are not generally grasped by the public. In 2001, the Foundation initiated a project that employs local television weather reporting as a tool of public environmental education. Television weather reporting offers many opportunities to increase public understanding of local and global environmental issues. TV weather reports offer maps, graphics, supporting Web sites, public accessibility, regularity, and trained scientists providing the information.

In partnership with EPA's Office of Wetlands, Oceans, and Watersheds, the EPA EMPACT Program, the National Ocean Service, the US Forest Service, StormCenter Communications, Inc., and NBC's WRC-TV 4, NEETF launched a prototype Chesapeake Bay watershed education project which uses NBC4 weather reports and

**Two Thirds of Adult Americans Consistently Fail Simple Tests of Environmental Knowledge**



NEETF/Roper Surveys, 1997-2001  
www.neetf.org

#### Environmental Activities Associated with Environmental Education

- Turning off light and electrical appliances when not in use
- Conserving water in homes and yards
- Recycling newspapers, cans, and glass
- Cutting down on trash and garbage generated
- Buying biodegradable and recyclable products

Source: NEETF/Roper Surveys, www.neetf.org

### Federal Agencies Partners in National Public Lands Day

- Bureau of Land Management
- Bureau of Reclamation
- Fish and Wildlife Service
- National Park Service
- Tennessee Valley Authority
- Department of Defense
- Environmental Protection Agency
- US Army Corps of Engineers
- USDA Forest Service

*Toyota Motor Sales USA is the national corporate sponsor of National Public Lands Day. There are now dozens of state and local supporters as well.*

the NBC WeatherNet 4 website to convey environmental information to the public. Viewers and browsers see online satellite images, computer graphics, and background information on watersheds. The US Geological Survey is also supporting the Chesapeake Bay Pilot project, along with private funders.

### Environmental Training for Broadcast Meteorologists

In 2001, NEETF, EPA, and the American Meteorological Society (AMS) forged a partnership to deliver environmental training to broadcast meteorologists at the annual AMS conference in Williamsburg, VA. The workshop will focus on watersheds and the Chesapeake Bay watershed. We expect this training pilot will lead to more extensive continuing education on the environment by the AMS.

### Stewardship Education Through National Public Lands Day

The Foundation's major direct service event for increasing public knowledge and awareness of natural resource issues is the annual National Public Lands Day. In 2001, the event was attended by some 60,000 volunteers at 375 separate locations and in every state. National Public Lands Day provides Americans with a dramatic and productive opportunity to learn about and help improve their public lands. One-third of the land area of the United States is in public ownership, including federal, state, city, and county lands.

### NPLD 2001 Highlights

- *The CCC Legacy:* In 2001, the alumni of the Civilian Conservation Corps (1933-42) passed their legacy of conservation stewardship to the National Public Lands Day Partnership at a September 2001 ceremony in Virginia's Shenandoah National Park. CCC members were further honored at celebrations at 42 other National Public Lands Day locations.
- *Leave No Trace:* Some 10,000 of the NPLD participants also took part in Leave No Trace workshops. Leave No Trace is a leading resource stewardship educator and NPLD partner. The organization offered a "Training Cookbook"—a compilation of training "recipes" from Leave No Trace Master Educators.

- *White House Reinvention Award:* The National Partnership for Reinventing Government in 2000 presented its prestigious "Hammer" Award to the National Public Lands Day Partnership for more effective government through the organized use of volunteers.

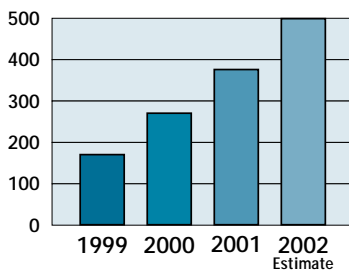
- *White House Proclamation:* President Bush gave special recognition to NPLD through a proclamation in September 2001.
- *Gubernatorial Proclamations:* NPLD received 30 Gubernatorial Proclamations in 2001.
- *Media Highlights:* National corporate sponsor Toyota Motor Sales USA funded a special 5-minute video that was used as part of the PBS "Spotlight On" series. The Outdoor Life Network donated a public service announcement, and several hundred media outlets covered the event.

### Drinking Water Education

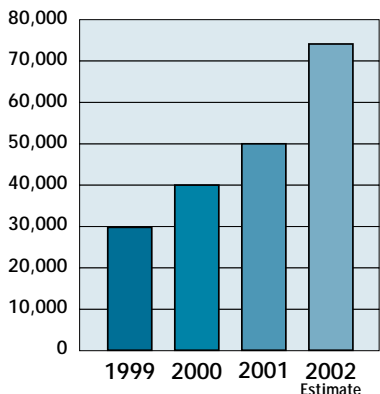
The Foundation has had a longstanding priority of educating the public on drinking water. Drinking water quality has important health implications and is also a useful reference point to help people understand the importance of protecting natural resources such as watersheds. Our water projects include:

- *Online Guide to Consumer Confidence Reports:* Each year the nation's 55,000 water companies and utilities send their customers Consumer Confidence Reports (CCRs) on the contents and relative safety of their drinking water. In 2001 NEETF developed an online guide to CCRs designed to provide helpful background and explanatory information for community leaders, public officials, health care professionals, and the media. The website will assist professionals in interpreting CCRs in their own localities. See [www.waterqualityreports.org](http://www.waterqualityreports.org)
- *National Forum on Large Scale Watershed Restoration Projects:* NEETF, in partnership with the US Forest Service, hosted a national forum on the value of the Forest Service's 12 large-scale watershed restoration projects and the role that the Forest Service plays in supplying much of the nation's drinking water. A recent study found that 66 million Americans consume drinking

■ Growth in Number of NPLD Sites



■ Growth in Number of NPLD Volunteers



water that originates in the national forests. Representatives from the 12 projects and partner organizations convened in Washington DC to present accounts of how

these projects have improved the drinking water in their respective areas, produced economic and social benefits, and improved the function of ecological systems.

## III. EE for Health Professionals

### *Goal: A Stronger Public Health Safety Net Through Environmentally-Educated Health Professionals*

#### Some Common Environmental Health Risk Exposures

Each day Americans can be exposed to health risks they may not even be aware of. Examples include:

- Touching or breathing in pesticides in the home or workplace
- Exposure to outdoor air pollution from vehicles, industrial or agricultural activities
- Ingesting microorganisms and impurities in drinking water
- Handling household chemicals and solvents
- Exposure to indoor air pollutants such as radon or tobacco smoke
- Living near toxic waste management sites or incinerators
- Absorbing lead from old household paint

To improve America's health care system, health professionals need much more education on environmental risk factors and how to diagnose and treat environment-caused health problems. Although environmental factors are a leading cause of illness and death, the average health professional receives minimal training in environmental health. In 1995, the National Academy of Sciences revealed that the average physician receives seven classroom hours of environmental education during four years of medical education.

The environment is of more importance to public health than many think. A study published in the *Journal of the American Medical Association* in 1995 ranked microbial and toxic agents as the fourth and fifth largest non-genetic causes of death in the United States. Children are particularly susceptible to environmental risks.

#### *Policy Projects*

##### **National Strategies for Health Care Providers: Pesticides Initiative**

In 2000, NEETF partnered with several government agencies and their partners to develop and publish a draft national implementation plan for America's health care professionals to improve their awareness and responses to pesticide health problems. The plan grew out of a larger effort by EPA's Office of Pesticides to address the use of pesticides in homes, schools, communities, and agricultural and other workplace settings. NEETF, EPA, the

Department of Health and Human Services, and the Departments of Labor and Agriculture developed the plan in consultation with hundreds of professionals in related sectors. This ten-year strategic plan—the first national plan ever developed for the education of health professionals on an environmental subject—is aimed at giving health care providers the knowledge and skills they need for the diagnosis, treatment, and prevention of pesticide-related health conditions. While the specific focus of the plan is on pesticides, NEETF and its federal government partners see it as an important model for environmental health issues in general.

##### **National Guidelines for Health Care Providers on Pesticides**

As the first major outgrowth of the National Strategies for Health Care Providers: Pesticides Initiative, two sets of guidelines were drafted late in 2001, for both education and practice settings. The Education Guidelines define basic competencies to be integrated into the curricula for medical and nursing schools. The Practice Guidelines outline the knowledge and skills that primary care providers should have in preventing, educating, diagnosing, and treating patients for pesticide-related health concerns. These pesticide guidelines will serve as a model for a wider range of environmental health risk factors. NEETF's plan is for these guidelines to be adopted and given weight by participating public agencies and such leading non-governmental organizations as the Association of American Medical Colleges and the American Association of Nursing Colleges.

## Bringing the Environment to Pediatric Health Education Standards

NEETF looks for policy leverage to increase the amount of education health professionals receive on environmental risk factors. In 2001 NEETF and its partner organizations identified several such leverage points for curricular changes within the pediatric medical and nursing education structure. Changes will be achieved through direct recommendations and via the adoption of new certification and testing requirements. Requiring medical board exams to include questions on environmental risk factors will, for example, encourage educational institutions to place more emphasis on the subject of environmental health.

## Pesticide Worker Protection Program Workshops

NEETF is helping EPA reframe and renew its comprehensive rules for protecting agricultural workers. NEETF assisted EPA in completing a national assessment of the National Farmworker Protection Program by organizing a series of workshops and stakeholder meetings for obtaining comments on proposed changes to the Worker Protection Standard. Three stakeholder conferences were held involving several hundred representatives from state agencies, extension services, and farmworker groups.

## Support for Healthier Schools

American children are sometimes exposed to poor environmental conditions in their own schools. In 2001, the Congress passed legislation aimed at helping to create more environmentally healthy schools in America. NEETF supported the Coalition for Healthier Schools, a nonpartisan organization of dozens of science health and environmental public interest organizations, that promoted policies and engaged in partnerships to improve overall environmental health conditions in schools. This effort combined two of NEETF's major programs: K-12 education and environmental health.

## Research

### Partnership with the Pediatric Environmental Health Specialty Unit Network

In order to determine precisely what pediatricians want and need to improve patient care with respect to environmental factors, NEETF initiated a pilot project to assess what pediatric practitioners actually know about pesticide-related illnesses. The project, in partnership with the George Washington University School of Medicine (GW), will identify which educational and practice tools and techniques work best in helping busy pediatricians and nurses handle pesticide risks and illnesses. The GW pediatric department focuses on the Mid-Atlantic states, but is part of a nationwide delivery network of 13 clinics known as the Pediatric Environmental Health Specialty Units (PEHSU). The PEHSU network was set up by the Agency for Toxic Substance and Disease Registry (ATSDR) and the Associations of Occupational and Environmental Clinics. The first phase of the project began in 2001 and is evaluating basic knowledge. The next phase will develop educational and training materials. The third phase will take the program nationwide.

### Nursing in Environmental Health

Nurses are on the front lines of America's health care system. Their improved environmental knowledge is necessary for improved environmental health nationwide. This is reflected in our 2001 research report:

- *Nurses and Environmental Health: Success Through Action; Illustrations From Across the Nation:* In 2001, NEETF published an online report with 28 compelling case examples of how effective nursing professionals are identifying and mitigating environmental health risks. Developed in partnership with the Agency for Toxic Substances and Disease Registry (ATSDR), this publication is intended as a source book for advancing environmental health activities to improve health care in the United States. Currently available as a draft on the NEETF website, the final printed version is expected in autumn 2002.

## National Implementation Plan for Pesticides Education: Key Targets

### Educational Setting –

Using a number of approaches, including curriculum development in medical and nursing schools, model patient-care cases for residency training, and other means, NEETF and its partners will help bring environmental "basic training" to the nation's education system for health professionals.

### Practice Setting –

Programs will be developed to improve the basic competencies of health care providers in their practice settings through a combination of continuing education, clinic programs, and enhanced knowledge requirements for certification.

### Tools and Resources –

NEETF and its partners will compile and assess existing resources—such as curricula, continuing education modules, guides for taking environmental histories, etc.; develop tools that are not yet available, and make resources and tools accessible over the Web and through professional associations.



## Why Pediatrics?

The strategic focus on pediatrics as an element of the NEETF health and environment program was selected for a number of reasons, including the holistic approach that many pediatricians and pediatric nurses take in looking at the entire environment in which their patients live. Professionals in pediatrics have considerable family interaction and also tend to see patients over a long period of time. This places them in a position to judge if a specific environmental risk factor may be affecting a child. Children are more susceptible to environmental risk factors than adults because of critical development stages they proceed through and because they may have exposures (from touching and placing things in their mouths) that older people do not.

## Direct Services

### Online Pesticide and Health Resource Library

As a precursor to a larger Web Gateway for environmental health, NEETF created an on-line Web library and resource that allows health care professionals to learn and understand more about human health and pesticide issues and available resources. Go to: [www.neetf.org/health/pestlibrary.htm](http://www.neetf.org/health/pestlibrary.htm)

### Education and Accreditation of Pesticide Applicators

To improve the way pesticides are managed in agricultural practice and to create uniform standards for nation's pesticide applicator credentialing process, EPA held a series of seminars and workshops, coordinated by NEETF. EPA involved stakeholders in several seminars to review the proposed new national credentialing test for pesticide applicators in order to support the credentialing process at the state level, and a series of workshops to improve pesticide applicator training so as to better protect employees and customers from the potential risks and hazards of pesticide exposure.

## Collaborative Health Grants

NEETF provided financial support to a number of organizations working in the health and environment areas.

### 2000 and 2001 NEETF Collaborative Health Grants

- **Consortium for Environmental Education in Medicine** – Educational Resources for the Medical Community
- **Environmental Law Institute** – Greener, Healthier Schools: A Strategic Approach.
- **The Self Reliance Foundation** – Pesticide Poisoning Prevention, Spanish Language Audio CD
- **Healthy Schools Network** – Creating National Healthy Schools Education and Training Tools for the Protection of Children's Health
- **Children's Environmental Health Network** – Minority Outreach Project
- **Wayne State University** – Environmental Medicine in Medical School Curricula (See p.19 for comprehensive listing of NEETF 2000 and 2001 grants)

### Health & Environment Program Advisory Board

- M. Brownell Anderson, M Ed, *Association of American Medical Colleges*
- Patricia Bauman, *The Bauman Foundation*
- Elizabeth Blackburn, RN, *Office of Children's Health Protection, U.S. Environmental Protection Agency*
- Robert Bullard, PhD, *Environmental Justice Resource Center, Clark Atlanta University*
- Allen Dearry, PhD, *National Institute of Environmental Health Sciences*
- Ruth A. Etzel, MD, PhD, *Southcentral Foundation*
- Katherine Gerwig, *Kaiser Permanente*
- Rebecca A. Head, PhD, DABT, *Washtenaw County, Department of Environment & Infrastructure Service*
- Shelley Hearne, DrPH, *Trust for America's Health*
- Philip J. Landrigan, MD, MSc, *Mount Sinai School of Medicine*
- Maureen Lichtveld, MD, MPH, *Centers for Disease Control and Prevention*
- Robert K. McLellan, MD, MPH, *Institute and Center for Human Development and Environmental Health Service*
- Lillian Mood, RN, MPH, FAAN
- Jerome A. Paulson, MD, *George Washington University Medical Center*
- Andrew M. Pope, PhD, *Institute of Medicine, National Academy of Sciences*
- Gina Solomon, MD, MPH, *Natural Resources Defense Council*

## IV. EE FOR BUSINESS MANAGERS

### *Goal: A Critical Mass of Environmentally Effective Business Managers*

The NEETF Green Business Network and its feature program, GreenBiz.com, are becoming a significant national force in creating more environmentally effective and responsible business practices that positively affect the bottom line.

The focus of environmental responsibility in American business is changing. Having seen progress at "greening" larger companies, small and medium-sized businesses are now a target for environmental improvement. In asking what will motivate smaller businesses to improve environmental performance, a key answer lies in environmental learning. Larger businesses have found that they can save precious dollars through energy efficiency, water conservation, material use reduction, recycling, and better environmental management. These practices also result in better working conditions for employees, improved customer loyalty, reduced risks and liability, and other business benefits. Large businesses can always stand to improve their environmental performance, but smaller businesses have the longest distance to go in becoming environmentally protective. Although they exist in vast numbers, small businesses can be reached through training, information, and mentoring programs.

### *Research Reports*

Recent NEETF research reports include:

- *Going Green Up Stream: The Promise of Supplier Environmental Management:* NEETF released the findings and recommendations of a study that examined a variety of

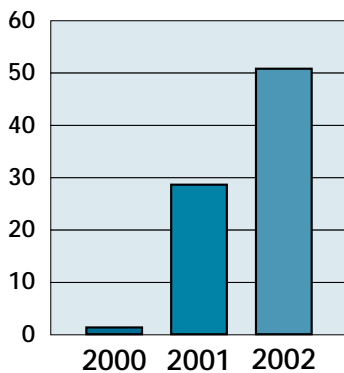
company initiatives aimed at improving the environmental performance of their supply chains. Supply chain environmental performance can be an effective strategy in improving environmental performance in American business.

- *Standardizing Excellence: Working with Smaller Business to Implement Environmental Management Systems (EMS):* NEETF released the findings and recommendations from two national workshops on developing strategies for effectively promoting EMS assistance to small businesses and organizations. Environmental Management Systems offer considerable bottom-line benefits to small and medium sized businesses.
- *Environmental Mentoring: Benefits, Challenges and Opportunities:* This report presents the findings of an evaluation of financial and environmental benefits of six business mentoring programs. It provides one of the first detailed assessments of the dollar, management, and human resource value of business-to-business environmental mentoring.
- *The Emerging Role of Trade Associations as Mentors: Defining Environmental Excellence Forum:* NEETF hosted a national forum of nearly 50 business-sector associations to explore the important role of trade associations as environmental assistance program providers. Many associations are promoting codes of environmental conduct for their members. The proceedings are presented in this report.

**Basic Services of GreenBiz.com:**

- Daily News Service
- Comprehensive "Tool Box"
- Jobs and Career
- Information Reference Desk

**GreenBiz.com Growth in Monthly Visitors (in thousands)**



Data indicate that 80% of GreenBiz.com users work in businesses; the remainder come from NGOs and academic institutions

**How the Environment Affects the Bottom Line**

NEETF published survey results in 2000 that found that business-to-business mentoring was successful in helping companies save money and improved their bottom line. For example:

BASF Automotive	■ Saved \$20,000 per year by reducing need for dust collectors
Best Feeds	■ Reduced energy usage by over 50% and saved \$14,000 in the first six months ■ Water conservation plan cut monthly water and sewer bill by \$108,000 in the first six months
Bromley Printing	■ Saved \$2,000 per year on solid waste hauling through waste reduction
CSL, Inc.	■ Cut wastewater discharge by 78% and increased production by 700%
Handy and Hartman	■ Reduced cleaning waste and waste stream by 74% and saved \$48,000 per year

- *The Role of Business-to-Business Mentoring: A Tool for Compliance Assistance:* This report examines the role of business environmental mentoring as a tool for regulatory compliance, finding that guidance can be a highly cost-effective way to increase compliance with environmental laws and regulations. The report also examines a list of environmental rules and regulations that lend themselves well to mentoring programs.

**Direct Services**

**GreenBiz.com**

The centerpiece of NEETF's business-environment program is GreenBiz.com. In just two years it has become the most comprehensive and useful resource on the subject of environment and business in the United States.

GreenBiz.com started as a separate organization in 1999 and merged with NEETF in late 2001. The website provides a vast range of environmental management tools and resources. In addition to thousands of useful links, articles, and case examples, the site contains a wealth of hands-on resources for small and mid-sized companies, such as the online *Greening Your Business: A Primer for Smaller Companies*. Topics include reducing waste, energy efficiency, toxics and hazardous substances, travel, product life-cycle, and others.

**Business Mentoring Program**

NEETF has a longstanding commitment to the idea of helping smaller businesses become more environmentally effective in a way that aligns environmental responsibility with business success. This is reflected in the development of an online "Mentor Center" as part of GreenBiz.com and in a series of helpful reports:

- *Mentoring Handbook:* This basic guide to the fundamentals of environment-based business mentoring has been distributed to more than 2,000 organizations nationwide.

**GreenBiz University**

NEETF plans to build GreenBiz.com into a successful online learning gateway on business and the environment. Initial steps in this program include:

- *Strategic Environmental Management Training Course:* NEETF has developed a unique course for the training of business leaders that can be delivered through a number of outlets, including the nation's extensive community college network. The course has been tested at several venues and at the annual conference of the National Association of Environmental Managers in New Orleans in 2001.
- *Instructor Training:* Jointly with the national Partnership for Environmental Technology Education (PETE), NEETF conducted

instructor training at workshops in Missouri and California for 50 community college instructors. PETE is a national organization designed to bring improved environmental education and training to the nation's community college system. Fully 400 community colleges are PETE members.

- *Partnership with the National Association for Environmental Management (NAEM) to Distribute the Strategic Environmental Management Workshop:* NEETF joined forces with NAEM to distribute NEETF's training course to NAEM's more than 800 member companies and their respective leaders in corporate environment, health, and safety programs.

- *National Environmental Management Systems (EMS) Assistance:* With support from EPA's Office of Policy, Economics and Innovation, NEETF launched an initiative to effectively promote and provide environmental management system assistance to smaller organizations and businesses. Working with EPA, NEETF held workshops in Washington DC and San Francisco that examined EMS assistance to small businesses, bringing together more than 100 EMS assistance providers from around the country.

## Why Community Colleges and Business Education?

In the nation's education landscape, community colleges serve an important role in helping people in the workforce stay current on new developments in technology, thereby enhancing their job skills. One half of all Americans in school beyond the high school level are enrolled in community colleges. The majority of students at community colleges study part-time and are employed. Their average age is 30 years plus. Importantly, there are numerous opportunities for expanding education and training on environmental topics in the community college system.

## Green Business Network National Steering Committee

**Braden Allenby**, (Co-chair) Vice President Environment, Health, and Safety, AT&T

**Richard Anderson**, Executive Director, Maryland Environmental Business Alliance

**Jay Benforado**, Deputy Associate Administrator, Office of Policy, Economics, and Innovation, U.S. Environmental Protection Agency

**Joan Bready**, Program Manager, Small Business Development Centers, U.S. Small Business Administration

**Karen V. Brown**, EPA Small Business Ombudsman, U.S. Environmental Protection Agency

**Rick Bunch**, Senior Associate and Director of Business Education, Sustainable Enterprise Institute, World Resources Institute

**Anita M. Burke**, Sustainable Development Coordinator, Shell Canada.

**Thomas S. Davis**, President, Tom Davis Associates

**Robert Ehrhardt**, Program Manager, Corporate Environmental Programs, General Electric Company

**Christine A. Ervin**, President and CEO, U.S. Green Building Council

**Gail E. Rymer**, Director, Corporate and Community Affairs, Lockheed Martin

**Carl Gagliardi**, Director of Environmental Business Services, International Paper

**Sandy Germann**, Program Analyst, Office of Policy, Economics, and Innovation, U.S. Environmental Protection Agency

**Art Gibson**, (Co-Chair) Vice President Environmental, Health & Safety, R.R. Donnelley & Sons, Company

**Hank Habicht**, President and CEO, Global Environment & Technology Foundation

**Stuart Hart**, Director, Sustainable Enterprise Initiative, Kenan-Flagler Business School, University of North Carolina-Chapel Hill

**Paul Hawken**, Author; President, Natural Capital Institute

**Lee Anne Jillings**, Director for Division of Consultation, OSHA Federal and State Programs, Department of Labor

**Byron Kennard**, Executive Director, Center for Small Business and the Environment

**Clair Krizov**, Environment & Social Responsibility Executive Director, Environment, Health, and Safety, AT&T

**James McKenney**, Director of Economic Development, American Association of Community Colleges

**Carol Singer Neuvelt**, Executive Director, National Association for Environmental Management

**Gifford Pinchot III**, Author; President, Pinchot & Co.

**David Rejeski**, Special Assistant to the Director & Flum Scholar, Woodrow Wilson Center

**Jackie Prince Roberts**, Senior Scientist, Environmental Defense

**Walt Rosenberg**, Director of Corporate Environmental, Health, Safety and Security, Compaq Computer Corporation

**William Shapiro**, Director, Corporate Safety and Environmental Affairs, Volvo Cars of North America

**Robert D. Shelton**, Vice President, Technology and Innovation Management, Arthur D. Little

**Joseph J. Shimsky**, Executive Director, Corporate Safety and Environmental Affairs, Pitney Bowes

**Kenneth Strassner**, Vice President, Environment and Energy, Kimberly-Clark Corporation

**Deborah Thomas**, Deputy Director, Environmental Leadership Program, U.S. Environmental Protection Agency

**Gregory Waldrip**, Environmental Services Manager, Manufacturing Extension Partnership, NIST

**Robert C. Wilkinson**, President, Earth Island Institute; and Lecturer, Environmental Studies, University of California, Santa Barbara

**Barbara Wortmann**, Senior Vice President, Policy, Planning, and Industrial Relations, Electronic Industries Alliance

BP Amoco, vacancy

# COMPREHENSIVE NEETF GRANT SUMMARY

2001

## Channel Thirteen/WNET New York

"What's Up in the Environment?"

A new 30-minute program addition to the Emmy award-winning "What's Up" series will help schools begin integrating environmental education into their curricula, while introducing students to a range of environmental careers.

NEETF funds: \$50,000

Matching funds: \$395,000

Total: \$445,000

## Children's Environmental Health Network

"Minority Outreach Project"

A leadership-focused strategy development and assessment project to help engage key health agencies, organizations, and communities across the country in children's environmental health policy education.

NEETF funds: \$23,390

Matching funds: \$33,220

Total: \$56,610

## Environmental Law Institute

"Greener, Healthier Schools: A Strategic Approach to Changing the Way We Build Schools"

This policy project will produce and disseminate a report that identifies and discusses the principal barriers to changing decisions about how schools are built in order to create environmentally healthy schools.

NEETF funds: \$10,000

Matching funds: \$20,000

Total: \$30,000

## Environmental Literacy Council

"Mainstreaming Environment-Based Education"

This research project will create six regional focus groups to examine how teachers define environmental education and identify factors that need to be addressed to enable teachers to incorpo-

rate environment-based education into their curricula.

NEETF funds: \$15,000

Matching funds: \$30,000

Total \$45,000

## Funders' Forum on Environment & Education

"Systemic Integration of Place-Based Learning in Pre K-12 Education: Developing Local Capacity in the Philanthropic Community"

Through reports, communications and meetings, the Forum (F2E2) will continue to enhance and increase foundation and other funder information and grant effectiveness in the intersecting fields of environment and education.

NEETF funds: \$25,000

Matching funds: \$50,000

Total: \$75,000

## Healthy Schools Network, Inc.

"Creating National Healthy Schools Education and Training Tools for the Protection of Children's Environmental Health"

HSN will assemble the first national 'healthy schools educational binder' which will be used to educate and train regional, state, and local education and health organizations and leaders on creating a healthier physical environment for America's schools.

NEETF funds: \$5,000

Matching funds: \$10,000

Total: \$15,000

## Leave No Trace

"Environmental Education Program for NPLD"

Leave No Trace, an outdoor ethics development and education organization, will provide educational materials, including reference tags, skills and ethics booklets, posters, and videos to encourage active promotion at National Public Lands Day Sites.

NEETF funds: \$20,000

Matching funds: \$0 (project in-kind partner)

Total: \$20,000

## National Council for Science and the Environment

"New Council of Environmental Deans and Institute Directors"

NCSE will coordinate the establishment of the first-ever professional association for Environmental Deans and Institute Directors who are engaged in crosscutting environmental programs on the nation's college campuses.

NEETF funds: \$10,000

Matching funds: \$20,000

Total: \$30,000

## North American Association for Environmental Education

"Strengthening the Environmental Education Field"

NAAEE will build on its national peer-approved professional competencies to provide related professional development experiences at national, regional, and state conferences.

NEETF funds: \$50,000

Matching funds: \$50,000

Total: \$100,000

## Public Lands Foundation

"National Public Lands Day Site Management"

The Public Lands Foundation provides volunteer coordinators and educational speakers at National Public Lands Day sites sponsored by the Bureau of Land Management.

NEETF funds: \$2,500

Matching funds: \$2,500

Total: \$5,000

## Public Lands Interpretive Association

"American Frontiers: On-line Public Lands Museum Expansion"

PLIA's "Public Lands Museum" will provide online visitors with a rich, inter-

active educational experience about the past, present, and future of America's public lands and will serve as a resource for educators, students, and public land users.

NEETF funds: \$15,000  
 Matching funds: \$30,000  
 Total: \$45,000

**Self-Reliance Foundation**

"Pesticide Poisoning Prevention Spanish-Language Audio CD"  
 The Self-Reliance Foundation will produce a Spanish-language audio CD that addresses issues and opportunities related to the risks and prevention of pesticide poisoning.

NEETF funds: \$15,000  
 Matching funds: \$30,000  
 Total: \$45,000

**Wayne State University, Department of Family Medicine**

"Environmental Medicine in Medical School Curricula: An Eight-Year Follow-Up Survey"

This project is an 8-year follow-up survey of environmental medicine curricula at medical schools.

NEETF federal funds: \$8,512  
 Matching private funds: \$17,023  
 Total: \$25,535

**World Resources Institute**

"GreenBiz University"  
 Through this joint program with WRI, the Foundation will initiate a portion of the proposed new GreenBiz University that will bring business environmental education to businesses and business schools of all sizes using web-based distance learning.

NEETF funds: \$50,000  
 Matching funds: \$100,000  
 Total funds: \$150,000

**2001 Total Grant Funding  
 \$1,087,145**

**2000**

**Alaska Natural Resource & Outdoor Education Association**

"Aligning Environmental Education with Educational Standards"

A 5-day training program to help educators learn how environmental education can align with state and national educational standards. Field-based activities will provide a basis for discussion about standards-based education becoming more compatible with environmental education.

NEETF funds: \$3,300  
 Matching funds: \$9,550  
 Total: \$12,850

**Citizens' Environmental Coalition**

"Erie County (NY) Model Ground Water and Surface Water Student Education Project"

In collaboration with the Buffalo Museum of Science, this program will provide 60 classroom workshops to Erie County schoolchildren on the importance of ground and surface water, the vulnerability of water resources to pollution and the need to protect them.

NEETF funds: \$5,000  
 Matching funds: \$10,000  
 Total: \$15,000

**Columbia University Biosphere 2 Center**

"Environmental Journalism Workshop"  
 Training for media professionals to enhance their ability to convey enriched and informed coverage of current environmental science issues using the world-famous Biosphere 2 facility with its range of distinct ecological systems – ocean, forest, savannah – and global warming and carbon experiments.

NEETF funds: \$15,000  
 Matching funds: \$30,000  
 Total: \$45,000

**Earth Force**

"Analysis of an After School 'Intermediary' Organization"  
 Supports the research and analysis (in the form of a business plan) to deter-

mine the feasibility of an intermediary "brokering" organization that would match local communities' needs for quality after-school programming with the organizations that develop such programming.

NEETF funds: \$20,000  
 Matching funds: \$70,000  
 Total: \$90,000

**Four Corners School of Outdoor Education**

"The Bioregional Outdoor Education Project Pilot Program"

This project will create sustainable, interdisciplinary, bioregional, outdoor education programs in up to 96 school districts in the Colorado Plateau bioregion. "BOEP" will serve this multicultural rural area for 20 to 25 years.

NEETF funds: \$15,000  
 Matching funds: \$30,000  
 Total: \$45,000

**Funders' Forum on Environmental Education**

"Funders' Forum on Environmental Education"

F2E2 will seek ways to assist grant-makers in making more effective EE grants. F2E2 will also provide grant-makers with information about environment-based teaching and learning, document promising practices in EE, and coordinate peer-to-peer efforts among funders.

NEETF funds: \$15,000  
 Matching funds: \$30,000  
 Total: \$45,000

**Green Mountain Institute for Environmental Discovery**

"Healthy Communities Learning Cluster"  
 GMI will bring together local leaders in a year-long learning cluster to explore the opportunities, benefits, and challenges in integrating environmental education strategies, approaches, and perspectives in community-based planning and action projects.

NEETF funds: \$15,000  
 Matching funds: \$33,760  
 Total: \$48,760

**Headwaters Institute, Inc.**

"River Education Program"

The Headwaters Institute organizes educational seminars for river guides who in turn have contact with over 2 million annual visitors to 14 national rivers. This program tests the concept of the "teachable moment" when people are exposed to the outdoors through such an event as a river float trip.

NEETF funds: \$15,000

Matching funds: \$30,000

Total: \$45,000

**Irvine Natural Science Center**

"Natural Connections"

This partnership with Baltimore City Public Schools and Department of Recreation involves high school, college, and elementary students in hands-on stream investigations, relates urbanization to water quality, and helps young people understand ways to conserve and restore water sources.

NEETF funds: \$5,000

Matching funds: \$10,000

Total: \$15,000

**Kansas City Public Television 19**

"Captain Olin's Odyssey Evaluation"

KCPT will evaluate the effectiveness of existing environmental education-based public television programming entitled, "Captain Olin's Odyssey." The results will be used in designing a Kansas City Environmental Education Teacher Training Institute centered around the Captain Olin project.

NEETF funds: \$7,600

Matching funds: \$25,000

Total: \$32,600

**National Environmental Education Advancement Project**

"Increasing Leadership Diversity in State Environmental Education Organizations"

This pilot project will provide support for EE capacity building to organizations in three states through a mix of market research, strategic planning, and leadership development. This will increase needed stakeholder involvement in

achieving comprehensive EE programs at the statewide level.

NEETF funds: \$12,500

Matching funds: \$29,146

Total funds: \$41,646

**Project Learning Tree**

"Environmental Education Assessment Project (EEAP)"

This project will determine if there are significant gains in academic achievement for students who receive integrated environment-based instruction using well-established EE programs.

This study builds upon research developed by the State Education and Environment Roundtable, which found significant gains in academic achievement through environment-based educational programming.

NEETF funds: \$12,500

Matching funds: \$25,000

Total: \$37,500

**Step One School**

"Kids Love S.O.I.L."

This project integrates mathematics and EE by developing curricula based on preschoolers' inherent abilities to learn in a natural environment. Exposure to this broader range of stimulation encourages the optimal development of emotional intelligence and addresses the issue of the extent to which environmental education can assist with the long-term development of mathematics skills.

NEETF funds: \$15,000

Matching funds: \$30,000

Total: \$45,000

**Suffolk County (NY) Department of Health Services**

"CCR Outreach Program (COP)"

This program will distribute the important water resource information found in water suppliers' consumer confidence reports (CCR) and the New York State source water assessments for Nassau and Suffolk Counties on Long Island.

NEETF funds: \$4,650

Matching funds: \$9,550

Total: \$14,200

**Trees, Water & People**

"Headwaters Protection and Education Initiative"

This initiative focuses on working collaboratively with watershed groups in Colorado, Wyoming, and Utah. The goal is to increase their ability to educate and involve the public in the development of CCRs and to encourage use of information.

NEETF funds: \$12,500

Matching funds: \$25,000

Total: \$37,500

**Yale University**

"Building Educational Capacity in Industrial Ecology"

The Journal of Industrial Ecology proposes to help institutions improve and develop curricula by publishing a special series devoted to industrial ecology education.

NEETF funds: \$14,895

Matching funds: \$29,790

Total: \$44,685

**Yosemite National Institutes**

"Supporting and Expanding Environmental Education"

This project is designed to improve professional development opportunities and to provide essential resources for classroom teachers who participate in YNI's programs in the form of a teacher guidebook that facilitates integration of environmental studies into other subjects.

NEETF funds: \$10,000

Matching funds: \$20,000

Total: \$30,000

**2000 Total Grant Funding:  
\$644,741**

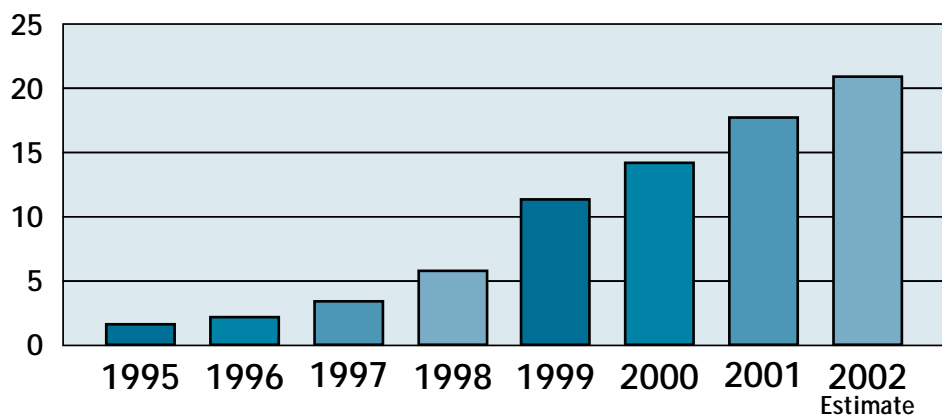
## NEETF Business Impact Budget

Each year the Foundation measures the impact of its program in terms of leveraged dollars and the value of volunteer efforts.

Cash Budget (in \$millions)	2000	2001
Internal Program Budget	1.7	2.5
Grants Budget	0.6	0.7
<b>Subtotal</b>	<b>2.3</b>	<b>3.2</b>
<b>Business Impact Leverage Budget (in \$millions)</b>		
Legal Consultants (pro bono)	0.1	0.1
Matching Grant Authorizations	1.2	1.0
Increased NEEA Funding	2.8	3.0
Future Government Agreements	0.8	0.5
Future Grant Commitments	0.4	0.4
National Public Lands Day (Donated labor hours and overhead)	6.0	8.0
NPLD Agency Staff Preparations	0.6	0.8
Media Impact Value	0.2	0.3
Partners in Resource Education	0.1	0.1
Steering Committees' Contributed Services	0.2	0.2
Youth Mentors' Contributed Services	NA	0.5
<b>Subtotal</b>	<b>12.7</b>	<b>14.9</b>
<b>Total Dollar Business Impact</b>	<b>\$15 million</b>	<b>\$18.1 million</b>

## Year-by-Year Increase in NEETF's Business Impact

Business Impact Budget (\$ Millions)



## Return on Congressional Investment Calculation by Fiscal Year

	Appropriation	Business Impact	Return on Congressional Investment
FY 2000	\$650,000	\$15 million	\$23 for each \$1
FY 2001	\$630,000	\$18.1 million	\$28 for each \$1



**NEETF Statement of Financial Position** *September 30, 2001 and 2000*

	2001	2000
<b>Assets</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$997,468	\$1,024,307
Short-term investments	—	550,000
Grants receivables	576,997	311,236
Contributions receivables, current portion	169,127	195,758
Notes receivables	146,369	—
Prepaid expenses and deposits	<u>33,180</u>	<u>8,454</u>
Total Current Assets	<u>\$1,923,141</u>	<u>\$ 2,099,755</u>
<b>Noncurrent Assets</b>		
Contributions receivable, net of current portion	—	164,127
Property and equipment, net	<u>138,687</u>	<u>106,522</u>
Total Noncurrent Assets	<u>138,687</u>	<u>270,649</u>
<b>Total Assets</b>	<b>\$ 2,061,828</b>	<b>\$ 2,370,404</b>

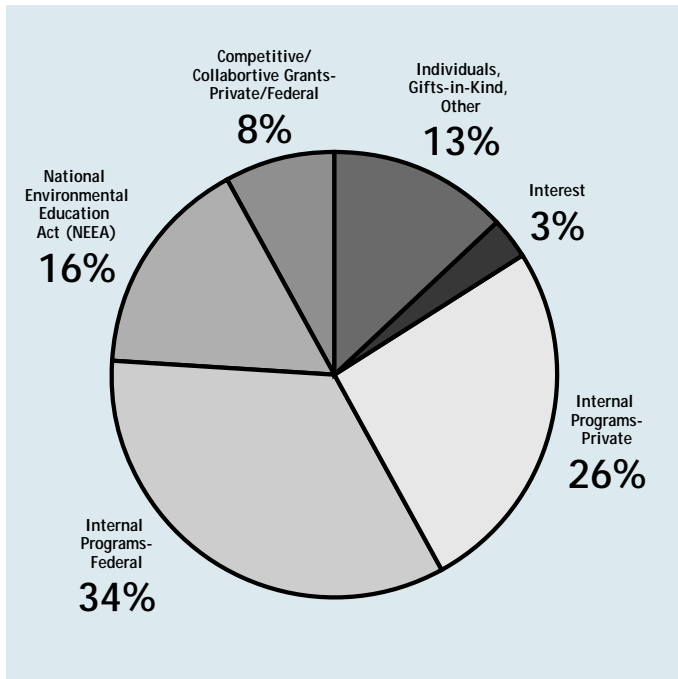
**Liabilities and Net Assets**

<b>Current Liabilities</b>		
Accounts payable and accrued expenses	\$75,229	\$86,237
Deferred rent	25,996	13,507
Deferred revenue-other	1,489,704	1,485,309
Refundable advances	144,158	53,400
Current maturities of capital lease obligations	<u>9,233</u>	<u>9,141</u>
Total Current Liabilities	<u>1,744,320</u>	<u>1,647,594</u>
<b>Noncurrent Liabilities</b>		
Noncurrent maturities of capital lease obligations	<u>6,001</u>	<u>15,437</u>
Total Liabilities	<u>1,750,321</u>	<u>1,663,031</u>
<b>Commitments and Contingencies</b>		
	—	—
<b>Net Assets</b>		
Unrestricted	101,830	304,125
Total Net Assets	<u>209,677</u>	<u>403,248</u>
	<u>311,507</u>	<u>707,373</u>
<b>Total Liabilities and Net Assets</b>	<b>\$2,061,828</b>	<b>\$2,370,404</b>

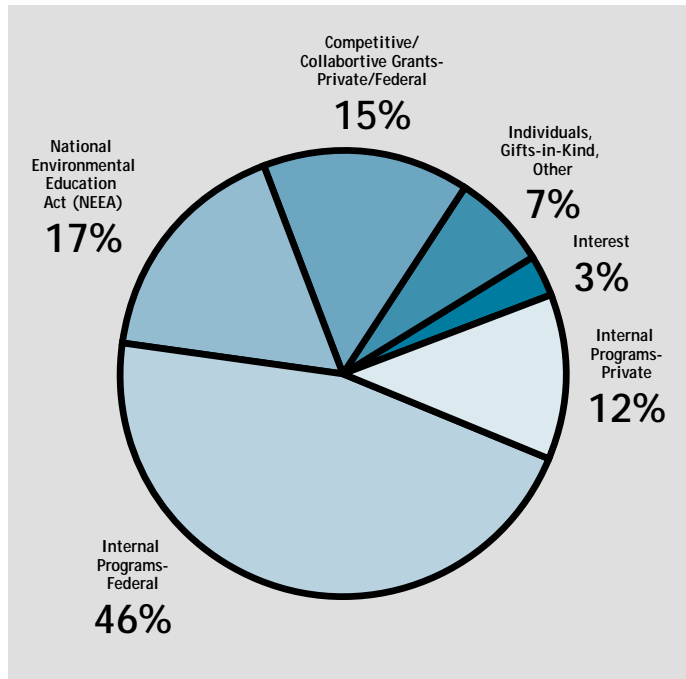
**NEETF Statement of Activities** *September 30, 2001 and 2000*

	2001	2000
<b>Revenue and Other Support</b>		
Internal programs	\$1,557,495	\$1,656,370
National Environmental Education Act		
Appropriation – operations & internal programs	468,526	452,492
Non-federal matching contributions	349,674	167,389
Federal matching contributions	250,932	200,010
Non-federal collaborative matching contributions	150,288	25,000
Contributions	139,444	309,913
Interest income	75,486	92,241
Contributed services	32,750	37,685
Other income	<u>8,173</u>	<u>5,208</u>
	<u>\$ 3,032,779</u>	<u>\$ 2,946,308</u>
Less: Amount raised by and remitted to subgrantees	<u>(349,674)</u>	<u>(167,389)</u>
Total Revenue and Other Support	<u>\$2,683,105</u>	<u>\$2,778,919</u>
<b>Expenses</b>		
Program services		
Internal programs	<u>2,777,371</u>	<u>2,239,493</u>
Supporting services		
Fundraising and external relations	267,170	226,918
Administration	<u>34,430</u>	<u>123,561</u>
Total Supporting Services	<u>301,600</u>	<u>350,479</u>
Total Expenses	<u>3,078,971</u>	<u>2,589,972</u>
<b>Change in Net Assets</b>	<b>(395,866)</b>	<b>188,947</b>
<b>Net Assets, beginning of year</b>	<b><u>707,373</u></b>	<b><u>518,426</u></b>
<b>Net Assets, end of year</b>	<b>\$311,507</b>	<b>\$707,373</b>

FY 2000 Sources of Revenue



FY 2001 Sources of Revenue



## Independent Auditor's Report

Board of Trustees

The National Environmental Education & Training Foundation, Inc.

We have audited the accompanying statement of financial position of The National Environmental Education & Training Foundation, Inc. (the Foundation) as of September 30, 2001 and the related statements of activities and cash flow for the year then ended. These financial statements are the responsibility of the Foundation's management. Our responsibility is to express an opinion on these financial statements based on our audit. The financial statements of The National Environmental Education & Training Foundation, Inc. as of and for the year ended September 30, 2000 were reported by Lang Group, Chartered, whose practice was combined with our firm and whose report dated December 13, 2000, expressed an unqualified opinion on those statements.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The National Environmental Education & Training Foundation, Inc. as of September 30, 2001 and the changes in net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

BDO Seidman, LLP

Bethesda, Maryland

December 10, 2001

# LIST OF MATCHING GRANTORS

## 2001

AT&T	\$11,000.00
Bancker-Williams Foundation	\$30,000.00
Brian Day	\$820.00
BSB Bank & Trust	\$2,500.00
Caswell O. Hobbs	\$250.00
Catskill Watershed Corp.	\$5,000.00
Charles Stewart Mott Foundation	\$70,000.00
Cispus Learning Center	\$39,600.00
City of New York, Office of Comptroller	\$2,500.00
County of Alameda	\$2,870.00
Eden Foundation	\$8,000.00
Hale & Dorr LLP	\$25,000.00
James Demmel	\$500.00
Keweenaw Community Foundation	\$15,000.00
Laird Norton Trust, Co.	\$2,000.00
Lin Family Trust	\$100.00
Long Island Water Conference	\$3,500.00
MAT Charitable Foundation	\$3,000.00
Michael Stranahan	\$10,000.00
National City	\$21,438.52
Oklahoma Assn. for Environmental Education	\$1,000.00
Phillips Petroleum, Co.	\$10,000.00
Rosalyn McKeown-Ice	\$500.00
Schuykill River Greenway Association	\$17,646.75
Suffolk County Water Authority	\$3,050.00
The Bay Foundation	\$4,000.00
The Brainerd Foundation	\$2,000.00
The Henry Luce Foundation	\$2,000.00
The Mat Charitable Foundation	\$2,500.00
The Prentice Foundation, Inc.	\$10,000.00
The Tides Foundation	\$45,000.00
The Wallace Genetic Foundation	\$10,000.00
ThermoRetec Corporation	\$3,500.00
Thomas Ellis	\$5,000.00
Turner Foundation, Inc.	\$50,000.00
Utah Society for Environmental Education	\$16,500.00
VA Tech Foundation, Inc.	\$3,000.00
Washington Mutual Bank	\$1,000.00
Wm. G. Baker Memorial Fund	\$10,000.00

**TOTAL** **\$449,775.27**

## 2000

Andrew Pearson	\$5,000.00
AT&T	\$12,500.00
Bank of Boston	\$15,000.00
CH2M Hill, Inc.	\$3,000.00
Charles River Watershed	\$15,000.00
COMPAQ	\$25,000.00
Concern, Inc.	\$1,000.00
Congressional Youth Leadership Council	\$400.00
Friends of Bombay Hook	\$500.00
Global Environment & Technology Foundation	\$15,000.00
International Assn. of Fish & Wildlife Agencies	\$8,000.00
Keweenaw Land Trust, Inc.	\$800.00
M. Benke Henke	\$150.00
M. S. Eccles Foundation	\$5,000.00
Phillips Petroleum	\$21,000.00
Pitney Bowes, Inc.	\$5,000.00
Schuykill River Greenway Assn.	\$13,419.75
State of Delaware	\$500.00
State of Maryland	\$7,380.00
The Ettinger Foundation	\$9,000.00
The ISIS Fund	\$5,000.00
The Tides Foundation	\$3,000.00
Utah Society for Environmental Education	\$5,000.00
William & Mattie Wattis Harris Foundation	\$7,000.00

**TOTAL** **\$182,649.75**

## NEETF PROGRAM SUPPORT

NEETF is grateful to the following foundations, corporations, public agencies, and individuals for their generous support during the periods of October 1, 1999 through September 30, 2000 and October 1, 2000 through September 30, 2001.

### **\$250,000 and Above**

Toyota Motor Sales, USA, Inc.  
 U.S. Department of Defense  
 U.S. Environmental Protection Agency,  
 Office of Environmental Education  
 U.S. Environmental Protection Agency,  
 Office of Pesticides

### **\$100,000 - \$249,999**

AT&T  
 AT&T Foundation  
 Edward Bass  
 The Hitachi Foundation  
 Pitney Bowes Inc.  
 National Park Service  
 The Peter Jay Sharp Foundation  
 U.S. National Ocean Service  
 U.S. Department of Agriculture, Forest  
 Service  
 U.S. Environmental Protection Agency,  
 Office of Policy,  
 Innovation & Economics  
 U.S. Environmental Protection Agency,  
 Office of Wetlands,  
 Oceans and Watersheds

### **\$50,000 - \$99,999**

Agricultural Research Institute  
 GE Fund  
 U.S. Department of Interior, Bureau of  
 Land Management

### **\$25,000 - \$49,999**

Bank of America  
 The Morris & Gwendolyn Cafritz  
 Foundation  
 Centers for Disease Control and  
 Prevention  
 R.R. Donnelley & Sons  
 Richard and Rhoda Goldman Fund  
 Jackson Hole Preserve, Incorporated  
 The Moriah Fund, Inc.  
 Rena Shulsky  
 Surdna Foundation, Inc.  
 Tides Foundation

### **\$10,000 - \$24,999**

AGL Resources  
 Church & Dwight Co., Inc.  
 Compaq Computer Corporation

### **\$10,000 - \$24,999 (continued)**

Compton Foundation, Inc.  
 The Henry P. Kendall Foundation  
 Kimberly Clark Foundation  
 Lockheed Martin Corporation  
 Mary Kay Inc.  
 Motorola Foundation  
 Sierra Pacific Resources  
 Turner Foundation Inc.  
 U.S. Fish and Wildlife Service  
 Versar, Inc.

### **\$5,000 - \$9,999**

James R. Donnelley  
 The Donnelley Foundation  
 Mrs. W.L. Lyons Brown  
 The George Gund Foundation  
 International Paper Company  
 U.S. Department of Interior, Bureau of  
 Reclamation

### **\$1,000 - \$4,999**

Richard C. Bartlett  
 Coeur d'Alene Mines Corporation  
 Kevin and Susan Coyle  
 Strachan Donnelley  
 Merrill G. & Erita E. Hastings  
 Foundation  
 Dorothy Jacobson  
 Karen Bates Kress  
 Lucent Technologies  
 Dan W. Lufkin  
 Dwight C. Minton  
 Francis P. Pandolfi  
 Tennessee Valley Authority  
 Weyerhaeuser Company Foundation

### **Under \$1,000**

The Batir Foundation, Inc.  
 James Crowfoot, Ph.D  
 Fred Krupp  
 Pauline Sato  
 The Honorable William S. Sessions  
 John Strickler  
 Sheldon Wagner

### **Pro Bono Service Contributors**

Beveridge and Diamond, LLC  
 Global Environment & Technology  
 Foundation

NEETF also wishes to thank the  
 individuals who made contributions  
 through the United Way/Combined  
 Federal Campaign.

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Heather Stewart, Project Coordinator, EnvironMentors - DC

# GUIDE TO NEETF ON THE WEB

## WWW.NEETF.ORG

The Internet is the fastest-growing source of environmental information. Our Web resources are now receiving 1 million visitors and 15 million "hits" per year. Here is an overview of our websites by NEETF program:

### K-12 Education

National Education and Environment Partnership

[www.neetf.org/education/neep.shtm](http://www.neetf.org/education/neep.shtm)

(Our national coalition to better infuse EE into America's schools)

The EnvironMentors Project

[www.environmentors.org](http://www.environmentors.org)

(Mentoring program for urban teens)

Partners in Resource Education

[www.neetf.org/PRE/index.shtm](http://www.neetf.org/PRE/index.shtm)

(Brings natural resource programs to science teachers)

### Adult Public Education

TV Weather and Watersheds

[www.nbc4.com/weather](http://www.nbc4.com/weather)

(in partnership with WRC TV DC and [www.stormcenter.com](http://www.stormcenter.com))

<http://watershed.interactive-environment.com>

(Uses broadcast meteorology to educate on the environment)

National Public Lands Day

[www.npld.com](http://www.npld.com)

(Largest single volunteer work day for public lands)

What's In the Water?

[www.waterqualityreports.org](http://www.waterqualityreports.org)

(Explains Consumer Confidence Reports and offers drinking water education)

NEETF/Roper Report Card Project

[www.neetf.org/roper/roper.shtm](http://www.neetf.org/roper/roper.shtm)

(Annual test of adult EE knowledge)

### Health

National Health Partnership

[www.neetf.org/health/index.shtm](http://www.neetf.org/health/index.shtm)

(National coalition for the environmental education of doctors and nurses)

NEETF Pesticides Resource Library

[www.neetf.org/health/pestlibrary.shtm](http://www.neetf.org/health/pestlibrary.shtm)

### Business

Green Business Network

[www.greenbiz.com](http://www.greenbiz.com)

(NEETF's feature Web program to support business environmental performance and the bottom line)



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