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Letter from the President

2010 was a year of growth for our programs through the dedication of our staff and our supporters. As NEEF prepares for the next stage in its strategic planning process—one that will chart a course for the next decade—we have established innovative programs that have the ability to reach upwards of 240 million households.

Environmental education is more important than ever, and learning about our environment is truly knowledge to live by. I am especially pleased with the work we did to highlight company-wide environmental education. Building on The Engaged Organization report in 2009, NEEF published The Business Case for Environmental and Sustainability Employee Education in February 2010. Not only can employees educated about the environment help a company reach environmental performance goals, they can help reduce energy and other costs as well as be motivated to stay at their place of employment, saving additional costs.

Another sector where the environment’s influence has been widely recognized is health. NEEF is at the forefront of advancing environmental knowledge among doctors and other health professionals. Our Pediatric Asthma Initiative, for example, expanded to include a sixth EPA region to help professionals and patients better manage the environmental factors of asthma. Our faculty champions have trained over 5,100 healthcare professionals and students—almost double the initial project objective.

Our Be Water Wise conservation education program, which saw great success in Miami, expanded to 14 schools in Atlanta and was the signature event of National Environmental Education Week. For K-12 schools, we were also able to double the number of teaching professional development grants. 20 teachers new to environmental education and representing...

Letter from the Chairman

Environmental education has become vital to many sectors including business. As Vice President for Environment, Health and Safety at Baxter Healthcare Corporation, I have seen firsthand how engaging our company’s employees in environmental and sustainability education has resulted in benefits for the environment and cost savings for the company. Learning about the environment has positive, real-world implications in almost everything we do.

In a period of six years, from 2003 through 2008, Baxter saw total environmental-related income as well as energy and other cost savings amount to $91.9 million. You can learn about this and other examples in NEEF’s report, The Business Case for Environmental and Sustainability Employee Education, following NEEF’s groundbreaking 2009 report, The Engaged Organization. Environmental education has become a mission-critical part of many businesses and organizations.

NEEF’s potential to make environmental education a more integrated part of education, healthcare and other sectors is really exciting. In fact, the board and staff are about to begin the next stage of the organization’s strategic planning process. We will also look at how we can further leverage innovative public-private partnerships that NEEF is known for to maximize both funding and impact.

The Be Water Wise conservation education program, for example, has been able to expand from Miami to 14 schools in Atlanta through a partnership of the Atlanta Public Schools, city agencies, U.S. EPA Region 4, local organizations such as the Georgia Aquarium, as well as Johnson Controls, Inc. and The Walmart Foundation. The program is an engaging, multi-disciplinary approach to educating students about our environment.

Meanwhile, NEEF’s other programs...
different communities and subject areas were awarded grants in 2010. In total, NEEF’s programs awarded more than $300,000 to over 100 grantees in 34 states.

In today’s networked world we are growing our social media presence, from Planet Connect’s video contest on YouTube to National Public Lands Day photo submissions on Flickr, to connect more broadly with our audiences. At the same time, we continue to go deep in the content of each of NEEF’s programs.

I hope you will learn more about the exciting developments at NEEF in this report. As we prepare for the next stage of our strategic planning, please stay in touch through social media or visit www.neefusa.org.

Thank you,

Diane Wood
President

continue their growth. For instance, the Earth Gauge program now works with 160 television stations in 128 media markets around the nation to provide viewers of weathercasts information and practical tips on the environment. Participation by meteorologists has more than tripled in five years, nearly doubling the program’s reach.

NEEF’s national impact is demonstrated in many ways. National Public Lands Day, which itself has grown from about 1,000 sites five years ago to more than 2,000 sites, provides approximately $18 million in contributed services annually by more than 170,000 volunteers. Countless individuals and families involved in NEEF’s programs have not only learned about our environment, they have remarkable stories about these experiences to share with others they know.

I am very enthusiastic about what the future holds for environmental education because of NEEF’s efforts. I hope you will share my enthusiasm when you learn about the programs and initiatives that NEEF has pioneered and continues to expand.

Sincerely,

Art Gibson
Chairman of the Board
Demonstrating Success in Environmental Education

Our programs continue to educate through trusted professionals, providing knowledge, science-based perspectives and opportunities to learn firsthand about our environment. What connects all of our programs is the fact that environmental education is part of lifelong learning. Understanding the environment in which we all live, work and play is vital to making informed decisions that affect our everyday lives.

Be Water Wise Atlanta:
Illustrating the Power of Public-Private Partnerships

After a successful pilot of the hands-on water education program in Miami, Be Water Wise Atlanta launched with the support of Mayor Kasim Reed and a formal event at participating schools during National Environmental Education Week. City officials and educators spoke about the critical role of all residents in preserving Atlanta’s most important natural resource—water. Also, students from the 14 participating schools had a chance to learn an important civic lesson by presenting their findings from school water activities and conservation plans to the Atlanta City Council.

The program continues to be a model for public-private educational partnerships. In addition to the participating schools, the mayor’s office and city agencies, Be Water Wise partnered with Johnson Controls, Inc. to provide technical assistance to teachers and students, the Georgia Aquarium and other local organizations, U.S. EPA Region 4 office, the Walmart Foundation and other partners. Learn more about our exciting program and plans for the 2011-12 school year in Washington, D.C. at www.eeweek.org/be_water_wise.

Business and Environment:
Building Momentum for Environmental and Sustainability Education

Following NEEF’s groundbreaking 2009 report, The Engaged Organization, NEEF has released The Business Case for Environmental and Sustainability Employee Education (www.neefusa.org/business/reports.htm). Rich with examples from leading companies, the report found that environmentally educated employees can improve a business’ profitability, employee retention and its community relations, as well as help it attain its sustainability goals. The report also identifies best practices for establishing an employee education program.

We also engaged businesses through our Business Sustainability Education Roundtable (BSER), which offered webinars on topics such as forming employee-led green teams and social networking, as well as findings of The Business Case report. NEEF led a workshop entitled “The Green Learning Curve: Employee Environmental Education” at the National Council on Science and Environment’s New Green Economy Conference 2010 in Washington. Read more about our work with businesses at www.neefusa.org/business.

Classroom Earth & Planet Connect:
Encouraging Lifelong Learning about the Environment

Learning doesn’t stop at the end of a school day, so why should learning about the environment? Classroom Earth and its Planet Connect website for high school students make K-12 learning resources available 24-7 online. Planet Connect also launched NEEF’s first video contest, “Show how you are reducing your carbon footprint,” resulting in creative, well-executed videos from high school students around the country. On preparing for the green economy, Planet Connect offers resources and information on internships, jobs and student funding opportunities. Visit www.classroomearth.org and www.planet-connect.org.

Classroom Earth also encourages teachers and administrators alike to integrate environmental education in their classrooms. In 2010, the program awarded 10 grants to teachers around the nation to help implement high-quality environmental content in the curricula. The program also received a $50,000 contribution from The Coca-Cola Foundation to work toward doubling the number of professional development grants in environmental education, including funding for teachers in underserved schools.

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Earth Gauge: Reaching up to 240 Million Households through Meteorologists

To facilitate lifelong learning on the environment, Earth Gauge provides information and practical environmental tips to meteorologists around the nation who can share them with viewers and listeners. Our network of Earth Gauge meteorologists now includes 128 media markets around the nation comprising 160 television stations. In 2010, we began our Earth Gauge in Antarctica series. We partnered with TV meteorologist Dan Satterfield of Huntsville, AL, station WHNT to report on science and environmental topics from the southernmost continent, made possible by a travel grant from the National Science Foundation.

Meteorologists are also sharing information with audiences online via twitter and other social media. For example, meteorologist Nick Piesco of Texas NBC-TV affiliate KCEN launched an Earth Gauge web page on the station’s website (www.kcentv.com/category/197013/earth-gauge) to explore the connection between weather and the environment. Find out more about Earth Gauge by visiting www.earthgauge.net.

Health and Environment: Making Nature Part of the Solution

Advancing environmental knowledge among health professionals to improve public health has been the focus of our program, with an emphasis on children and underserved populations. Our Pediatric Asthma Initiative in 2010 expanded training on environmental asthma triggers and intervention strategies to a sixth EPA region. We have trained over 5,100 healthcare providers, students and other health professionals through our train-the-trainer model involving the program’s faculty champions. We also partnered with the George Washington University School of Medicine to create an environmental health track for medical students. The pilot program aims to be a model for other medical schools.

Meanwhile, NEEF continues to be at the forefront of helping healthcare providers educate families on the benefits of being active and outdoors to reduce and prevent childhood health conditions such as obesity, and diabetes. Innovative tools such as our “Nature Prescription” pads and patient brochure complement our established relationships with local nature sites, giving healthcare providers the resources they need to become nature champions—educating patients and improving their quality of life. Visit www.neefusa.org/health/index.htm to learn more.

National Environmental Education Week: Becoming Water and Energy Wise!

Environmental education helps students not only understand science and our planet better—it also illuminates the connections between our everyday actions and the natural environment. EE Week’s 2010 theme, Be Water and Energy Wise provided opportunities to learn about the relationship between energy consumption and water. Energy is used, for instance, to transport, heat and treat water. In partnership with the River Network and Earth Day Network, EE Week provided lesson plans for teachers, a student fact sheet on the water-energy connection, and the first-ever EE Week webinar, “Teaching the Water-Energy Connection.”

EE Week continues to grow, with activities in all 50 states, Guam, Puerto Rico and the District of Columbia. Educators in 29 countries and five U.S. Armed Forces Schools were also involved in 2010, bringing total involvement by educators to approximately 65,000 worldwide. Our EE Week network includes nearly 100 national partners, who reach thousands of teachers with classroom-based environmental education resources. Learn more at www.eeweek.org.

National Public Lands Day: America’s Largest, Singe-Day Volunteer Effort to Improve Public Lands

With now over 2,000 sites around the nation, NPLD provides about $18 million in contributed services annually to the nation’s parks and lands. More than 170,000 volunteers in 2010 helped build or maintain 1,320 miles of trails, removed an estimated 450 tons of trash and planted about 100,000 trees, shrubs and other native plants. NPLD has demonstrated the potential of working together to preserve our public lands locally and nationally, collaborating with eight federal agencies and hundreds of state and municipal agencies.

Toyota Motor Sales, U.S.A. has sponsored National Public Lands Day for over a decade, while also encouraging employees to get involved in NPLD activities by helping to care for parks, forests, rivers, shorelines and other public lands. In 2010, more than 3,500 Toyota employees volunteered in 19 states and U.S. territories. Learn how you too can get involved by visiting www.publiclandsday.org.
“Thank you for telling our story!”

“It’s great to know others value our work!”

“This grant will help us turn the corner at the end of this year.”

Perspectives from grant recipients illustrate the need for our grantmaking. Many are unsung heroes in their communities and schools, endeavoring to do wonderful things with little support or resources. They have ideas and aspirations that will impact their community and its well-being. But most of all, they are passionate about educating others about the environment and how to care for it. Our grantmaking tells their stories and helps write the next chapter with funding.

NEEF Grants for Fiscal Year 2010

In 2010, NEEF awarded more than $300,000 in grants to recipients in 34 states. The grants extend our reach, advance implementation of our work and most importantly, strengthen the environmental education field as a whole.

Be Water Wise Atlanta Grants
Shanika Tameka Goodson Champion Kennedy Middle School, Atlanta, GA
Lyndsey Collins Coretta Scott King Young Women’s Leadership Academy, Atlanta, GA
Marina Hendon Bunche Middle School, Atlanta, GA
Betty Jackson Burgess-Peterson Academy, Atlanta, GA
Janet Payne Carver High School, Atlanta, GA
Jenn Klare McKee Spence Dunwoody Elementary, Atlanta, GA
Deborah Spear Williams STEMS @ Therrell, Atlanta, GA

Classroom Earth Single-Course Grants
Orvilla Caprice (Cappi) Coleman Moss Public School, Holdenville, OK
Remy Dou Miami Christian School, Miami, FL
Sada Ganske Learning Alternatives Community School, Spring Lake Park, MN
Raimund Hahn Fairfield Public Schools, Fairfield, MT
Mitchell Trembicki Havermont High School, Havertown, PA
Joe Waters Princeton Public K-12, Princeton, WI
Susan Haverstick Natick High School, Natick, MA
James Lorenz Nawayee Center School, Minneapolis, MN
Scott McCready Lincoln-Way North High School, Frankfort, IL
Tom McKenna Portland YouthBuilders, Portland, OR
Lynn Stewart Alma Bryant High School, Irvington, AL
Michael B Sustin West Geauga High School, Chesterland, OH

Classroom Earth Professional Development Grants
Kristine Ablin-Stone Borah High School, Star, ID
Rita Hartwick Enid High School, Enid, OK
Young Mi Kim Environmental Science and Technology High School, Los Angeles, CA
Anita Lotti Westborough High School, Westborough, MA
Anna McHugh Urban Assembly School for the Performing Arts, New York, NY
Patricia Mueller Hudson High School, Hudson, WI
Leatha Recio Bishop Ford High School, Brooklyn, NY

HSBC Grants
Krista Bouton Barcroft Elementary, Arlington, VA
Theresa Nicholson Cesar Chavez Elementary, Hyattsville, MD
Elizabeth Samball Leckie Elementary, Washington, DC
National Public Lands Day — DOD Legacy Awards

Air Force
Airman’s Heritage Park/ Randolph Air Force Base, TX
Beale Air Force Base, CA
Cape Canaveral Air Force Station, Patrick AFB, FL
Fairchild Air Force Base, WA
Lackland Air Force Base, TX
Malmstrom Air Force Base, MT
Shaw Air Force Base, Poinsett Electronic Combat Range, SC
Tyndall Air Force Base, FL

Army
Blue Grass Army Depot, KY
Fort Belvoir, US Army Garrison, Fort Belvoir, VA
Fort Bliss, TX
Fort Drum, NY
Fort Eustis, Joint Base Langley Eustis #1, VA
Fort Lewis, Halverson Creek Site, WA
Fort Richardson, AK
Fort Stewart, GA
Fort Story, Historic Villages at Cape Henry on Joint Expeditionary Base Fort Story, VA
Fort Wainwright, AK
Joint Base Lewis McChord, Yakima Training Center, WA
Pahipahialua/Kahuku Training Area, HI
Pohakuloa Training Area/ Keamuku Parcel, HI
Umatilla Chemical Depot, OR
USAG- Redstone Arsenal, AL

Army National Guard
Arden Hills Army Training Site, MN
Biak Training Center, OR
Camp Dawson Army Training Site, WV
Camp McCain Training Center, MS
Camp Murray, WA
Camp Navajo, AZ
Fort Custer Training Center, MI
Fort Indiantown Gap, PA
Fort McClellan, AL
Fort Pickett, VA
McCrady Training Center, SC
State Military Reservation, NH

Marine Corps
Marine Corps Air Ground Combat Center, 29 Palms, CA
Marine Corps Air Station Cherry Point, NC

Navy
Fallbrook Naval Weapons Station, CA
Joint Expeditionary Base Little Creek, VA
NASO Dam Neck Annex, Virginia Beach, VA
Naval Air Station, China Lake, CA
Naval Air Station, Key West, FL
Naval Submarine Base New London, CT
Naval Support Activity Norfolk Northwest Annex, VA
Naval Weapons Station Yorktown, VA

NIOC Sugar Grove, WV
Pearl Harbor: Navy Region Hawaii/Joint Base Pearl Harbor-Hickam, HI

Public Lands Capacity-Building Grants
Continental Divide Trail National Alliance Granby, CO
Friends of Fairsted, Brookline, MA
Friends of Fort McHenry Inc. Baltimore, MD
Friends of the Desert Mountains, Palm Desert, CA
Louisville Olmsted Parks Conservancy, Louisville, KY
Nevada Outdoor School Winnemuca, NV
San Mateo Coast Natural History Association, Half Moon Bay, CA
Selway-Bitterroot Foundation, Kamiah, MT
Wild South Double Springs, AL
Wissahickon Restoration Volunteers, Philadelphia, PA

Roanoke River Watershed Grants
Dan River Basin Association Eden, NC
Friends of the Blue Ridge Parkway, Roanoke, VA

Planet Connect Student Grants
Daniel Brooks Miami, FL
Mariama Souley Dounda Waldorf, MD
Kevin Dumler Upland, CA
Andrew Hayford Cape Neddick, ME
Laura Hurst Erie, PA
Lisa Junta Springfield, VA
Merry Jeane Losso Baton Rouge, LA
Sana Naseem Avenel, NJ
Reynaldo Pacheco Porterville, CA
Sarah Reid Edmond, OK
Thank You to Our Donors
(October 1, 2009 to September 30, 2010)

Corporate, Foundation and Other Private Sector
- 1105 Government Information Group
- Academy for Educational Development
- Baxter Healthcare Corporation
- Clif Bar & Company
- Constellation Energy Group Foundation, Inc.
- DOMANI
- The Donnelley Foundation
- enozOblue, Inc.
- Epiphany Records
- George Mason University
- HSBC Bank USA, N.A.
- J.C. Penney Company, Inc.
- Johnson Controls, Inc.
- The Kendeda Fund
- Kimberly-Clark Foundation, Inc.
- Lockheed Martin
- Marisla Foundation
- Mary Kay Inc.
- National Audubon Society
- Northrop Grumman
- Oak Foundation
- Patagonia
- The Philecology Trust
- PricewaterhouseCoopers LLP
- TerraCycle, Inc.
- Toyota Motor Sales, U.S.A., Inc.
- The Walmart Foundation
- The Weather Channel

Government
- U.S. Army Corps of Engineers Centers for Disease Control and Prevention
- Department of Defense Legacy Resource Management Program
- U.S. Environmental Protection Agency
- U.S. Fish and Wildlife Service
- U.S. Forest Service
- U.S. Department of the Interior – Bureau of Land Management
- U.S. National Park Service

Individual
- JL Armstrong
- Ray Ban
- Holly Cannon
- Phillipe Cousteau
- Arthur Gibson
- Patricia Silver
- Bradley Smith
- Kenneth Strassner
- Diane W. Wood
- Combined Federal Campaign Donors

In-kind
- AT&T
- Acorn Naturalists
- Aliniad Consulting Partners, Inc.
- Beveridge & Diamond, P.C.
- CamelBak
- Cisco Systems, Inc.
- Google AdWords
- Hi-Tec Sports PLC
- Johnson Controls, Inc.
- Kinder Morgan
- Mountain Hardwear
- Mountain Khakis
- Kenneth Olden
- Patagonia
- Vulcan Materials Co.

Partnering with NEEF
NEEF engages donors on many levels, depending on the interests and resources of the donor.

- Program Investment:
  Partner makes a financial contribution in support of a current program; partners may also choose to have employees be involved through volunteer projects or technical assistance.

- Program Creation:
  Partner teams with NEEF to design & develop a new program.

- Event Sponsorship:
  Partner underwrites a local or national NEEF event, with opportunities to interact with other NEEF partners and/or involve employees.

- In-Kind Support:
  Partner provides technical advice or assistance in their areas of expertise, contributed service(s) for projects or events, materials or supplies.

- Employee Engagement:
  Partner organization coordinates participation of employees & their families in a NEEF volunteer opportunity.

For additional information on NEEF partnerships, please contact:
Franca Brilliant
fbrilliant@neefusa.org
202-261-6461

We want to extend a special thank you to three funders who have provided NEEF with core funding several years in a row: The Kendeda Fund, Marisla Foundation, and The Philecology Trust. This type of steady, flexible funding offers the organization the valuable leverage to grow and expand programs. We are deeply appreciative of this support and the commitment to NEEF’s mission that it represents.
Donor Spotlight

The Kimberly-Clark Corporation has partnered with NEEF for over a decade. The company helped launch key NEEF programs—Earth Gauge and the Business Sustainability Education Roundtable (BSER).

Kimberly-Clark provided early support for our innovative Earth Gauge program, which puts information and practical environmental tips in the hands of one of the most trusted media sources—broadcast meteorologists. With help from Kimberly-Clark, we laid the groundwork for a program that now reaches up to 240 million U.S. households through more than 200 participating meteorologists.

The company also recognized the importance of promoting the value of sustainability to the corporate community and joined NEEF to develop our Business Sustainability Education Roundtable (BSER). The Roundtable has provided corporations the information and tools they need to engage their employees in advancing sustainability goals by identifying best practices for employee engagement.

Kimberly-Clark made possible our successful dialogue with Fortune 500 companies on the challenges and opportunities for employee engagement programs to help meet business goals. They also provided support for NEEF’s groundbreaking report—The Engaged Organization—examining current trends in environmental and sustainability employee education programs through a national survey and case studies.

NEEF has received strategic advice from Ken Strassner, Kimberly-Clark’s retired vice president for global environment, safety, regulatory and scientific affairs and a member of NEEF’s Board of Trustees. He has also led the Roundtable.

78% of businesses and organizations believe the value of job candidates’ environmental knowledge will increase in importance for hiring in the current decade.

—The Engaged Organization Report
Financial Report
Statement of Activities
Fiscal Year 2010

Income
Grants
  Restricted Grants and Contributions $758,000
  Unrestricted Grants and Contributions $739,330
Federal Grants and Contracts $590,946
Federal Appropriation $903,800
Interest and Other Income $8,227
Total Income $3,000,303

Expenses
Program Expenses
  K-12 Education $841,575
  NPLD $611,578
  Earth Gauge $474,651
  Health & Environment $457,937
  Business & Environment $294,823
  Public Outreach $196,937
  Partners in Resource Education $40,958
  Grants Management $87,763
Total Program Expenses $3,006,222
Management and General $167,406
Development and Fundraising $341,895
Total Expenses $3,515,523

Net Income* -$515,220
Net Assets, Beginning of Year $2,997,352
Net Assets, End of Year $2,482,132

*The negative balance in NEEF’s net income line reflects a drawdown from restricted net assets. The funds were received in prior fiscal years to support multi-year programs. NEEF’s policy is that total income, including restricted funds from prior years, equals expenses for the current year.