



2024

ANNUAL
REPORT

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OUR PURPOSE

To cultivate an environmentally conscious and responsible public

OUR VISION

That people's everyday actions are guided by an understanding and concern for the well-being of people and the planet



OUR MISSION

To make the environment more accessible, relevant, and connected to people's daily lives

GOVERNING BOARD

Kevin Butt

(Chair), Senior Director,
Environmental Sustainability,
Sustainability & Regulatory
Affairs, Toyota Motor North
America, Inc.

Jennifer Love

(Vice Chair), Former Chief
Security Officer and Senior Vice
President, Safety, Health and
Environment, Royal Caribbean
Cruises Ltd.

Kim Moore Bailey

(from May 2024), President and
CEO, Justice Outside

Sally Cole

Community Leader, Former Tech
Executive at Apple and Google

Arturo Garcia-Costas

Program Officer, Local, National,
and International Environment,
The New York Community Trust

Jeniffer Harper-Taylor

(until January 2024) Former Head
of STEM Education, Siemens
Foundation

Katie Hogge

Digital Outreach Manager, Ocean
Conservancy

Arielle King

(from May 2024), Consultant,
Intersectional Environmentalist

Lori McFarling

Non-Profit Advisor, Former
President Social Impact,
Discovery Education

Omar Mitchell

Vice President of Sustainable
Infrastructure and Growth
Initiatives, National Hockey
League

Stephen Sikra

Former Vice President and Head
of the Americas, Alliance to End
Plastic Waste

Chandra Taylor-Sawyer

(from May 2024), Senior Attorney,
Leader of Environmental Justice
Initiative, Southern Environmental
Law Center

Marc Washington

(from May 2024. Treasurer),
Entrepreneur, Finance and
Business Advisor, Investor

John Whyte, MD, MPH

(from May 2024), Chief Medical
Officer, WebMD

EX-OFFICIO BOARD

Heidi McAllister

Assistant Director of Conservation Education, USDA Forest Service

Kim R. Noble

Senior Advisor for Environmental Education, Office of Public Engagement and Environmental Education, Office of the Administrator, US Environmental Protection Agency

Kenneth W. Harding

Chief Operating Officer, National Weather Service

Louisa Koch

Director of Education, National Oceanic and Atmospheric Administration

Sara B. Newman, DrPH, MCP

Captain (through February 2024), United States Public Health Service; Director, Office of Public Health, National Park Service

Ryan Orndorff

Director, DoD Natural Resource Program, Office of the Assistant Secretary of Defense, US Department of Defense

Ericka L. Reid, PhD

Director, Office of Science Education & Diversity, National Institute of Environmental Health Sciences, National Institutes of Health

Nora Savage, PhD

Nano Program Director, Chemical, Bioengineering, Environmental, and Transport Systems (CBET), Engineering Directorate, National Science Foundation

Nicole Steele

(through July 2024), Senior Advisor on Energy Justice and Workforce, SETO, US Department of Energy; Head of National Community Solar Partnership

Shannon Steinbauer

Special Assistant to the Director, Office of Lead Hazard Control and Healthy Homes, US Department of Housing and Urban Development

Ernestine White

(from February 2024), National Youth Employment Programs Coordinator, National Park Service

Sharunda D. Buchanan, MS, PhD

(Liaison), Director, Office of Priority Projects and Innovation, Office of the Director, National Center for Environmental Health/Agency for Toxic Substances and Disease Registry, Centers for Disease Control and Prevention

OUR LEADERSHIP



Victoria Collins-Hughes,
Vice President, Human
Resources and Culture



Jada Lewis
Vice President
Programs



Amy Skalmusky
Vice President,
Marketing and
Communications



Sara Espinoza,
President and CEO



Patrick Deavy
Vice President,
Organizational
Development



Debbie Lucci
Vice President,
Development



Morgan Vacanti
Vice President,
Finance and
Administration

LETTER FROM LEADERSHIP



**SARA
ESPINOZA**

NEEF President & CEO



KEVIN BUTT

NEEF Board Chair

On November 16, 1990, the **National Environmental Education Foundation (NEEF)** was created by Congress to complement the US Environmental Protection Agency (EPA) as a non-partisan, non-advocacy organization dedicated to connecting the environment to people's daily lives. Since then, we have embraced this collaborative mindset, successfully bringing together private organizations, nonprofit groups, and federal agencies under the shared goal of creating innovative and effective approaches to environmental education and engagement for all.

Time and again, we have proven that our work makes an impact. This year, NEEF received the **Bronze Award in the "Sustainability, Environment & Climate" category at the 3rd Annual Anthem Awards** for our partnership with iHeartMedia. Since its debut on Earth Day 2020, the iHeartRadio Earth national awareness campaign has reached millions of listeners across the country, providing unique suggestions for simple, sustainable actions they can take to improve their lives as well as the environment.

At **Climate Week in New York City**, NEEF hosted an engaging panel discussion titled "Harmony for Health: How Art and Music Can Drive Climate and Health Awareness and Reach New Audiences." The event featured NEEF board members Dr. John Whyte and Arielle V. King, alongside AY Young—musician, UN Youth Leader, and founder of Project17.

Together, they explored how art and music can be powerful vehicles for raising awareness, inspiring action, and reaching wider audiences around the interconnected issues of climate and health.

We expanded our arts collaboration for **Earth Month**, partnering with the **School of Visual Arts in NYC** to launch a digital gallery on NEEF's website. Featuring original student artwork on sustainability, the project also provided downloadable posters for educators, with 100 receiving exclusive printed copies thanks to support from Samsung Electronics America.

Perhaps our greatest collaborative effort remains **National Public Lands Day**. In 2024, NEEF worked with our federal, state, and local land management partners to organize and host over 50,000 participants at more than 750 events on public lands in all 50 states, as well as the District of Columbia, Puerto Rico, American Samoa, and the US Virgin Islands.

By joining "Together for Tomorrow," this group effort yielded an estimated \$10.5 million in volunteer service, ensuring that future generations may also enjoy the benefits of America's public lands.

In this report, you'll find more accomplishments such as these, providing a high-level view into the ways **NEEF has and continues to connect people** of all ages and walks of life to their communities and the outdoors. These accomplishments would not be possible without support from our funding partners, as well as the dedication of NEEF's staff, board, and ex-officio members. We believe their commitment to the organization and its values will be the key for **growing these successes in 2025 and beyond**.

Sincerely,

Sara Espinoza, NEEF President & CEO

Kevin Butt, NEEF Board Chair

NATIONAL PUBLIC LANDS DAY



National Public Lands Day 2024

50,000+

Participants

750+

Events

\$10.5 Million

Estimated value of volunteer service



K-12 EDUCATION

Greening STEM, NEEF's K-12 initiative that uses the environment as context for STEM learning, has continued its steady growth. In 2024, 16 Greening STEM projects were awarded a total of \$160,177 in grant funding from federal and private partners.

\$160,000+

Awarded in funding from
federal and private partners

HIGHLIGHTS

After four years, the US Department of Education-funded, [multi-year National Park Service-21st Century Community Learning Centers Greening STEM projects](#) wrapped up successfully.



Watch students in action

With support from the Danaher Foundation, NEEF awarded \$50,000 in Greening STEM grants to middle schools in Washington, DC, and Minneapolis, MN, where students explored local environmental topics through hands-on, inquiry-based learning.



With support from the PPG Foundation, NEEF awarded \$20,000 to fund Greening STEM projects in Pittsburgh, PA. [Watch the video to see students tackle microplastic pollution through hands-on research.](#)



Watch students in action

NEEF funded six Bureau of Land Management (BLM) Greening STEM projects in Montana, Arizona, Washington, Idaho, and Colorado. These projects focused on engaging youth in environmental monitoring while providing actionable natural resources data to BLM staff and land managers. The projects also introduced students to potential career opportunities in STEM.

Through Support from Arconic Foundation

\$30,000+

Awarded to fund four Greening STEM projects in Iowa and Tennessee



With continued support from Arconic Foundation, NEEF funded four Greening STEM projects in Iowa and Tennessee. In Iowa, students continued to explore local habitat restoration and the prairie ecosystem. In Tennessee, newly launched Greening STEM projects introduced middle school students to biodiversity on their school campuses and at Great Smoky Mountains National Park.

Impactful Resources

On April 8, 2024, a total solar eclipse moved across North America, passing over Mexico, the United States, and Canada. NEEF worked with Alexandra Sines, an AmeriCorps VISTA at Cuyahoga Valley National Park in Ohio, to create and promote [free educational resources for the total solar eclipse](#) which were **downloaded over 8,000 times.**

In partnership with the Climate Mental Health Network and support from Leidos, the Robert H.N. Ho Family Foundation Global, and Blue Shield of California, NEEF created **the Climate Emotions Toolkit for Educators**. This evidence-based resource equips middle school teachers to address emotional well-being in the context of climate education. In 2024, we made progress in research, content development, and pilot testing.

HEALTH



NEEF's Health program tapped into the organization's network of trusted health and wellness partners this year, achieving several notable successes.

HIGHLIGHTS

Climate Week NYC

In September, NEEF staff, board members, and trusted partners came together to host a dynamic panel discussion for Climate Week at The Nest Climate Campus in New York City.

"Harmony for Health: How Art and Music Can Drive Climate and Health Awareness and Reach New Audiences" explored how art and music

can become powerful tools for raising awareness, inspiring action, and engaging diverse audiences on climate and health issues.

The discussion was moderated by environmental justice expert and NEEF board member Arielle V. King and featured fellow member Dr. John Whyte, chief medical officer at WebMD; Dr. Olajide Williams, founder of Hip Hop Public Health; AY Young, UN Youth Ambassador and founder of Project 17 and the Battery Tour; and Sara Espinoza, president and CEO of NEEF. Panelists showcased collaborative efforts using creative arts to inspire action and deliver empowering messages in times of global environmental challenges.



Listen to the panel discussion

ANNUAL REPORT

Strengthening School Nurses: NEEF at NASN 2024

NEEF hosted the webinar "**School-Based Environmental Management of Asthma: Strategies and Health Equity Implications**" as part of the 2024 National Association of School Nurses (NASN) Annual Conference.

Over 110 school nurses attended the webinar, receiving valuable information on identifying common environmental triggers that impact the severity of asthma. NEEF collaborated with NASN to make the webinar recording and learning content available in the NASN Learning Center website free of charge.

NEEF also presented the webinar "**Promoting Student Resilience in a Changing Climate: Strategies for School Nurses**" at the 2024 NASN Annual Conference, with **200 school nurses** attending the presentation.

200
school nurses

Attended NEEF's
webinar
"Promoting Student
Resilience in a
Changing Climate"

Educating & Informing Providers

NEEF's online health courses—the Nature Champion Course and the Environmental Management of Pediatric Asthma Online Course—registered **483 new users**.

NEEF launched **Health Highlights**, a new quarterly newsletter for healthcare providers, offering insights, tools, and resources to help professionals address environmental impacts on health and improve patient outcomes.

EMPOWER Featured in the *Breathe Better Network*



NEEF and Hip Hop Public Health's **EMPOWER multimedia asthma resources program** was featured on the National Heart, Lung, and Blood Institute (NHLBI)'s [Breathe Better Network Partner Spotlight webpage](#) on May 13, receiving over **100,000 views** from healthcare providers.

100,000+

Views from healthcare providers

CONSERVATION

NEEF advanced its conservation impact this fiscal year by granting nearly **\$500,000** to community organizations for public lands stewardship and engagement, expanding key corporate partnerships, and increasing participation on National Public Lands Day 2024.

Watch the NPLD
Signature Site
Video



HIGHLIGHTS

13

NEEF's conservation grants provided **\$498,571 to 34 groups** in support of **National Public Lands Day** events, service projects with active-duty military and their families on Department of Defense (DoD) lands (with a 73% increase in the number of DoD grants YOY), and improvement of over 3,000 acres of pollinator habitat and public land amenities.

73% Increase

in the number of Department of Defense Grants from last year

NEEF accelerated our launch of **Community Impact Projects** with our partner Toyota Motor North America. To date, grant funding has supported initiatives in Huntsville, AL; Dallas, TX; New Albany, MS; and Jackson, TN, with Evansville, IN coming soon. Grantees are working on a variety of projects such as improvements to park accessibility, youth education opportunities, outdoor learning spaces, playground improvements, signage, public art, a park improvement community input process, and volunteer opportunities.



3,000 + Acres

Pollinator habitat and public land amenities improved in 2024.

NEEF and our federal, state, and local land management agency partners celebrated National Public Lands Day on Saturday, September 28th, 2024, with the theme **“Together for Tomorrow.”** This year brought together **52,591 participants** to **over 750 events**, a **20% increase YOY**. Collectively, these efforts achieved a value of **\$10.5 million in volunteer service** to our nation's public lands.

National Public Lands Day 2024



52,591

Participants



758

Events



342,855

Participant Hours



\$10.5 Million

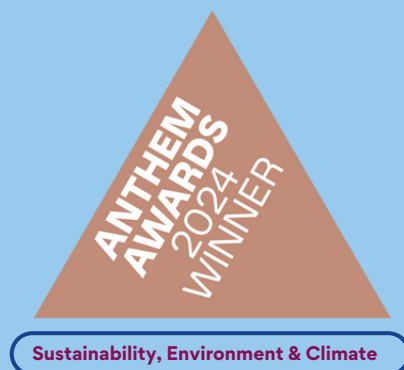
Value of Volunteer Service

INSIDE & OUT

In addition to our program accomplishments, NEEF celebrated a few extra successes this year:

ANTHEM AWARD

Launched in 2021, the Anthem Awards celebrate the purpose and mission-driven work of individuals, companies, and organizations worldwide, including Doctors Without Borders, Black Women's Health Imperative, and the United Nations Development Programme. This year, NEEF was honored with the **Bronze Award** in the "Sustainability, Environment & Climate" category for our partnership with iHeartMedia on the **iHeartRadio Earth national awareness campaign**.



Since launching on Earth Day 2020, this campaign has generated more than one billion impressions, over \$11 million in media value, and over 70 unique, professionally produced PSAs.



EARTH DAY GALLERY

To celebrate **Earth Day** on April 22, NEEF worked with the School of Visual Arts (SVA) in New York City to create an [online gallery](#) showcasing original artwork from students that promotes values important to Earth Day, such as sustainability and environmental education. These posters are available to download for free on NEEF's website, with **100 lucky educators** receiving a **limited-edition, full-color printed poster** as a raffle prize.

STAFF RETREAT

NEEF remains committed to our values while also recognizing the areas where we can continue to grow as an organization. In March, NEEF staff gathered in Washington, DC, for a **three-day retreat** to focus on fostering a culture of **respect, openness, and belonging**. Staff learned how to communicate more effectively, offer constructive feedback to our colleagues, and engage in meaningful allyship. Retreats like this one strengthen our relationships to each other and remind us of the **importance of our mission**.

DONOR ROLL

NEEF extends heartfelt appreciation to our family of supporters.

Corporate

American Dawn, Inc.
Arconic Foundation
Ayres Associates
CGI Federal
Danaher Foundation
International Paper
Leidos
Outdoor Wise Living, LLC
Samsung Electronics America Inc.
SCS Engineers
Subaru of America Foundation, Inc.
Toyota Motor North America
Walmart Spark Fund
Wells Fargo
Worley

Government

Department of Defense Legacy
Resource Management Program
US Environmental Protection Agency
US Forest Service
Bureau of Land Management
National Park Service

Foundation

Anonymous
BDM Family Foundation
Alpin J. and Alpin W. Cameron
Memorial Fund
Robert H. N. Ho Family Foundation
Global
Jeremy Heritage Fund
MAG Fund
Mapleside Fund
The Redford Center
Silton Family Foundation

In-Kind

Beveridge & Diamond, P.C.
iHeartMedia, Inc.
Teva

Other

Waste and Resources Action
Programme

DONOR ROLL

NEEF extends heartfelt appreciation to our family of supporters.

Individuals

Anonymous (8)
 Allison Brassel
 Kevin Butt
 Margaret Chang
 Amberlee Chaussee
 Sally Cole
 Victoria Collins-Hughes
 Terence de Pentheny O'Kelly
 Patrick Deavy
 Jody Deridder
 William Elmore
 Katharine Emerson
 Sara Espinoza
 Laurie Farley
 Chloe Frye-Anthony *in memory of Adair Cleland-Host*
 Alexandra Funk
 Arturo Garcia-Costas
 Joseph Godsey
 Susan Grad
 John Green
 Victoria Gruben
 Christy Haas-Howard
 Katie Hogge
 Mann Huynh
 Dalia Johnson
 Arielle King
 Patrick Kirby
 Elyse and Barry Klayman
 Julie Kramer
 Deena Kuhn
 Catherine Lamont

Nicole Lemmo Saini
 Luigi Leone
 Arthur Levine
 Jada Lewis
 Scott Lindberg
 Jennifer Love
 Debbie Lucci
 David Martin
 Veronica Martin *in honor of Charles Buck*
 Lori McFarling
 Omar Mitchell
 Kim Moore Bailey
 Tiffany Noelle
 Jess Porta
 Angela Raines
 Doug and Julie Reynolds
 Vincent and Susan Schueren
 Stephen Sikra
 Amy Skalmusky
 Paulette Slattery
 Alexis Sondergaard *in honor of Jeremy Vangaard*
 Krista Spohr
 Michael Stone
 Chandra Taylor-Sawyer
 Jeremy Van Hecke
 Marc Washington
 John Whyte, MD, MPH
 S and R Wolen-Gilbert
 Diane W. Wood

DONOR ROLL

NEEF extends heartfelt appreciation to our family of supporters.

Sally Cole's Fundraiser Run for NEEF

Hilary Alger
Ann Alpers
Todd Barrett
Susan Beans
Eleanor Bigelow
Betsy Blumenthal
Kathryn Busby
Jonathan Cedarbaum
Cathy Dean
Andrea Deffner
Steven Dostart
Steven Dowling
Alan Eustace
Elizabeth Franklin
Julie Gagnon
Linda Grais
Catherine Gump
Carol Hartley
Lynda Hastie
Anne Heller
Linda Itskovitz
Robert Jackson



SALLY COLE

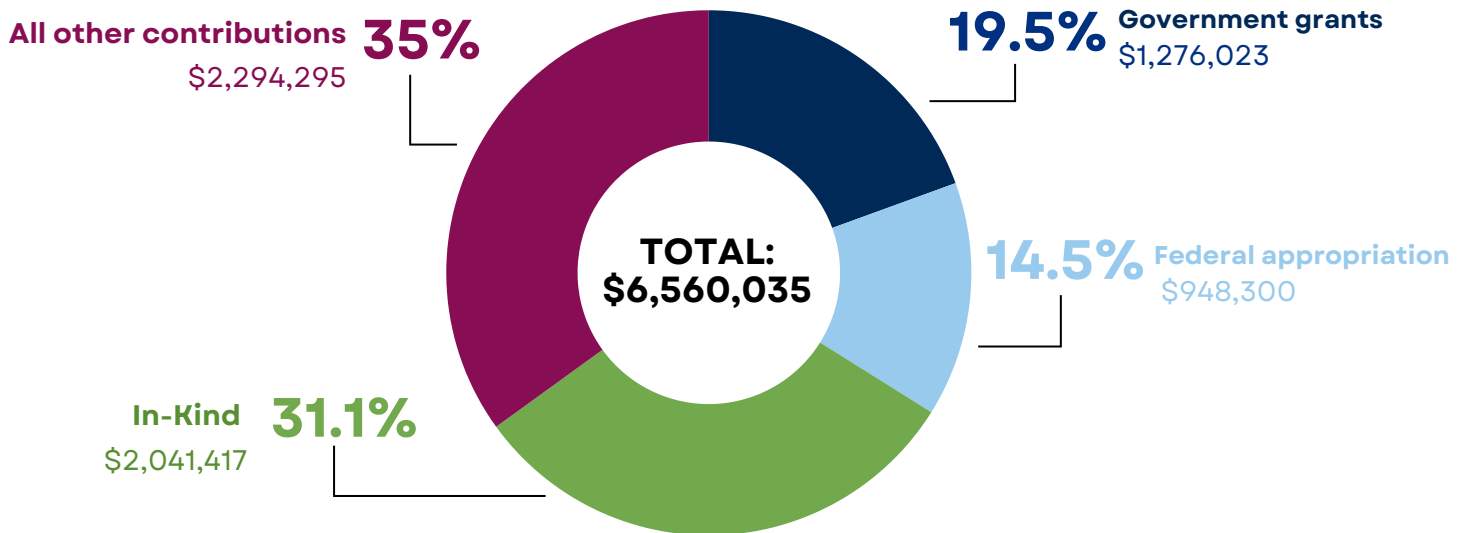
NEEF Board Member

Janet Johnson
Randy Joss
Meryl Kessler
Tracey Kihnke
Anita Lang-Bakar
Teresa Law
Barbara Litwin
Peter Lowet
Anne Martin
Jeff Mosqueda
Vanessa Moss

Horace Nash
Marnie Nordquist
Marcy Oppenheimer
Jill Parker
William K. Reilly
Rob Rubenstein
Lisa Schmidt
Susan Stevenson
George Tyson
Heidi Welch
Doug Winthrop

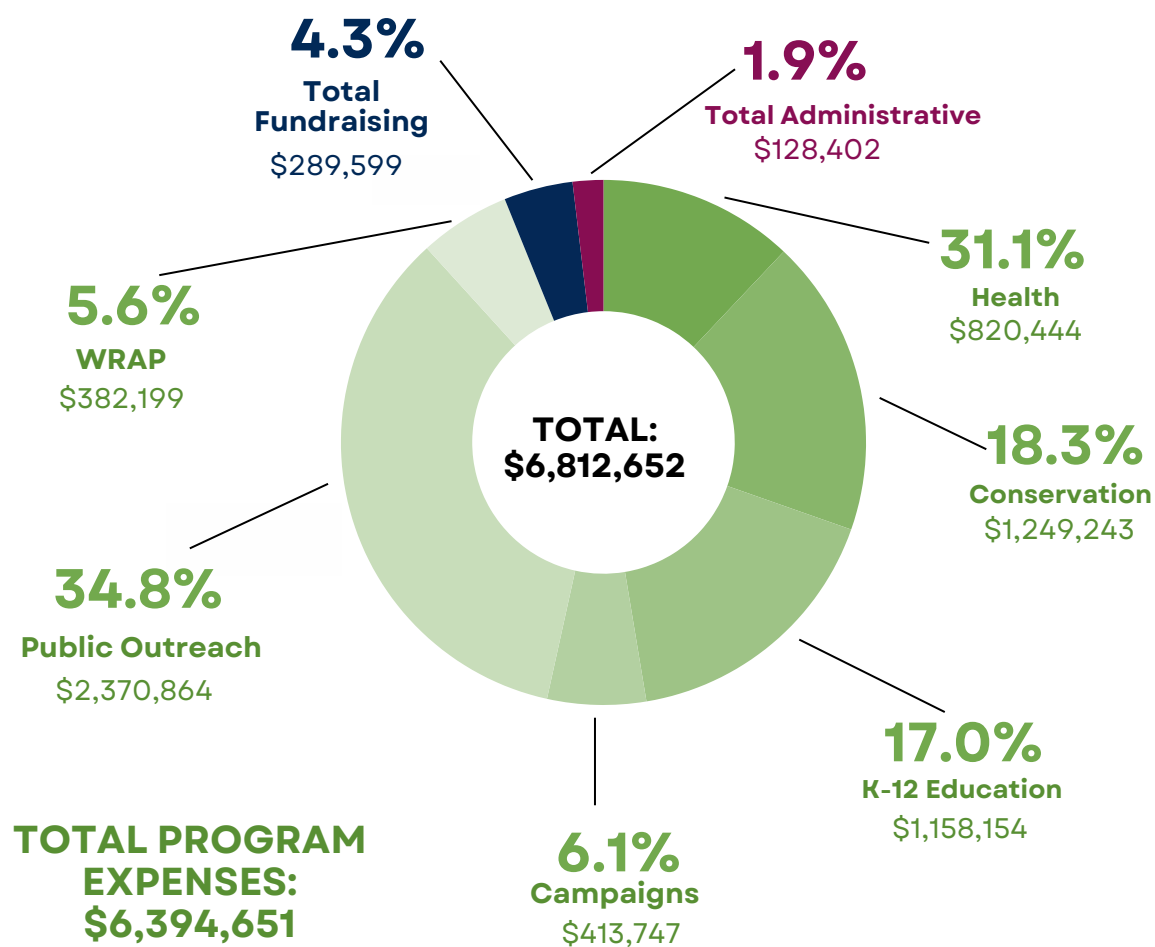
FINANCIALS

TOTAL INCOME



TOTAL END OF YEAR NET ASSETS:
\$1,325,763

TOTAL EXPENSES



A photograph of two individuals engaged in environmental field research. In the foreground, a person with long, wavy, light-colored hair and sunglasses is crouching on a large, grey rock. They are wearing a dark grey jacket over a black shirt and light-colored pants. They are holding a small white container with a red cap in their left hand and a red tool, possibly a dip net or a water sampler, in their right hand, reaching into a shallow stream. In the background, another person wearing a black long-sleeved shirt and black pants is crouching on a similar rock, holding a clipboard and a pen, appearing to be recording data. The stream is surrounded by lush green vegetation and trees, and the water is clear, showing some rocks and debris at the bottom. The overall scene is bright and sunny, suggesting a clear day.

NATIONAL ENVIRONMENTAL EDUCATION FOUNDATION

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